

Simplicity

The Most
Important
Fashions
of the
Year

The Fashion Magazine

For Women Who Sew

1955 Fall and Winter Pattern Book

35c

1271



It's easy to do-it-yourself
with **E&W Quadriqa Cloth...**
IT'S NEEDLEIZED

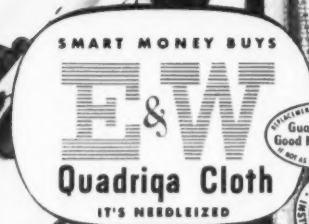
Quadriga's own "miracle finish"... an exclusive way of making this fine cotton friendly to the needle, and sewing's done before you know it! What turn-of-the-season prints! Here, just a handful... others waiting for you at your nearest Quadriga counter. Inspiration for fresh decorating and dressmaking you can do with the greatest of ease.

(52 plain colors, too.)

*Pattern numbers
on request*



Also at better
stores—E&W
Quadriga Shirts,
Pajamas,
Spring-Bak
Shorts, Dorna
Gordon and
Janet Walker
Dresses, and
Gilbrae Fabrics.





IT'S UTTER LUXURY...yet you can turn right around and wash it!

Once you'd have had to coddle a fall-weight jersey like this. Today, things have taken a pretty turn... thanks to Acrilan acrylic fiber. 100% Acrilan makes this fabric feel like a dream, look like a dream... and wash as no one dreamed jersey could before! No matter how you wash it... by machine or by hand... the shape, the color, the touch stay in the dress. The iron stays in the closet. And wrinkles, moths and mildew stay away. This fall, be smart. Turn to sew-at-home, wash-at-home fabrics made with Acrilan.



THE CHEMSTRAND CORPORATION, 350 Fifth Ave., New York 1 • PLANTS: ACRILAN® ACRYLIC FIBER—Decatur, Ala. • CHEMSTRAND® NYLON—Pensacola, Fla.

FABRIC: PRIDE, 100% ACRILAN JERSEY BY HELLER • DRESS: SIMPLICITY PATTERN #1221

use your time wisely...

Available at the following fine stores
 Asbury Park, N. J. . . . Steinbach Co.
 Atlantic City, N. J. . . . M. E. Blatt Co.
 Aurora, Ill. . . . Sencenbaugh
 Baltimore, Md. . . . The Hecht Co.
 Buffalo, N. Y. . . . Hens & Kelly
 (Abbott Rd. Plaza, Seneca St., Bailey Ave.)
 Champaign, Ill. . . . W. Lewis & Company
 Chicago, Ill. . . . Gately People's Store
 Colorado Springs, Colo. . . . Hibbard & Co.
 Danville, Ill. . . . Meis Bros.
 Elgin, Ill. . . . Jos. Spiess Co.
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 Rome, Ga. . . . The Fahy Store
 Silver Springs, Md. . . . The Hecht Co.
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Make it of

LEBANON'S

Sanforlan® washable woolens!

WASH-a-FLAN,® a blend of 85% wool and
 15% nylon flannel . . . and

WASH-a-JERSEI,® a 100% pure wool jersey . . .
 are just two of the many, many Lebanon washable wonders
 that come out of the suds in perfect shape.
 Sold by-the-yard in more than 3,000 stores
 throughout the country. At the stores listed,
 or for store nearest you, and free idea-filled booklet,
 write to: Lebanon Fabrics Corp., 450 Seventh Ave., N. Y. 1

**ENTER LEBANON'S
 ANNUAL
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Just make a garment of
 a LEBANON fabric . . .
 snap a picture and send it to us!

YOU MAY WIN

A \$500 Savings Bond
 A Singer Zig-Zag
 Portable Sewing Machine
 A Singer Portable
 Slant-Needle Sewing Machine

PLUS additional prizes of
 10 Kodak Duaflex Camera Kits
 Get your entry blank at
YOUR FAVORITE STORE—TODAY!
 Contest opens July 1st . . .
 Closes November 30th . . .

Look—a miracle in smooth cotton...

needs no ironing



Easytime Style Nos. (Left) 8121, (Right) 8125... Simplicity Patterns: Big Sister #1282, Little Sister #1253

You've never seen anything like EASYTIME on fabric counters before! Imagine... a high-fashion cotton as carefree as it is beautiful. Wash—hang dry—wear again without ironing! The secret: Dry-Nu®, the original Lowenstein process that makes "no-iron" EASYTIME cotton dry smooth. Another Lowenstein fabric—you'll love in exciting new prints for all the ladies in the family.

EASYTIME Cottons available at these and other fine stores everywhere:

Akron.....A. Polsky Co.
Allentown.....Hess Bros.
Atlanta.....Davison Paxton
Bakersfield.....Malcolm Brock Co.
Baltimore.....Hochschild Kohn
Birmingham.....Pitz D. G. Co.
Boston.....Jordan Marsh Co.
Bridgeport.....Howland D. G. Co.
Brooklyn.....Abraham & Straus
Chicago.....Mandel Bros.
Cincinnati.....Shillito's
Cleveland.....Higbee Co.
Columbus.....F & R Lazarus
Dallas.....A. Harris & Co.

Des Moines.....Yunker's
El Paso.....Popular D. G.
Hempstead.....Abraham & Straus
Houston.....Foley's
Indianapolis.....L. S. Ayres & Co.
Jacksonville.....Cohen Bros.
Knoxville.....Miller's
Little Rock.....Pfeiffer's
Los Angeles.....May Co.
Memphis.....Lowenstein's
Miami.....Burdine's
Milwaukee.....Boston Store
Minneapolis.....Dayton Co.
Nashville.....Harvey's

Newark.....L. Bamberger & Co.
New Haven.....Ed Malley Co.
New Orleans.....Krauss Co.
New York.....Bloomingdale's
Oakland.....Capwell's
Oklahoma City.....Halliburton's
Omaha.....J. L. Brandeis & Sons
Pasadena.....Bullock's
Peoria.....Block & Kuhl
Philadelphia.....Lit Bros.
Phoenix.....Korrick's
Pittsburgh.....Gimbel Bros.
Portland, Ore.....Meier & Frank
Richmond.....Thalhimer's

Rochester.....McCurdy's
Sacramento.....Malcolm Brock Co.
San Francisco.....Emporium
Seattle.....Bon Marche
Springfield.....Forbes & Wallace
St. Louis.....Stix Baer & Fuller
St. Paul.....Emporium
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Tampa.....Essrig's
Washington, D.C.....Lansburgh's
Wichita.....Innes

M. LOWENSTEIN & SONS, Inc., 1430 Broadway, New York 18, N. Y.

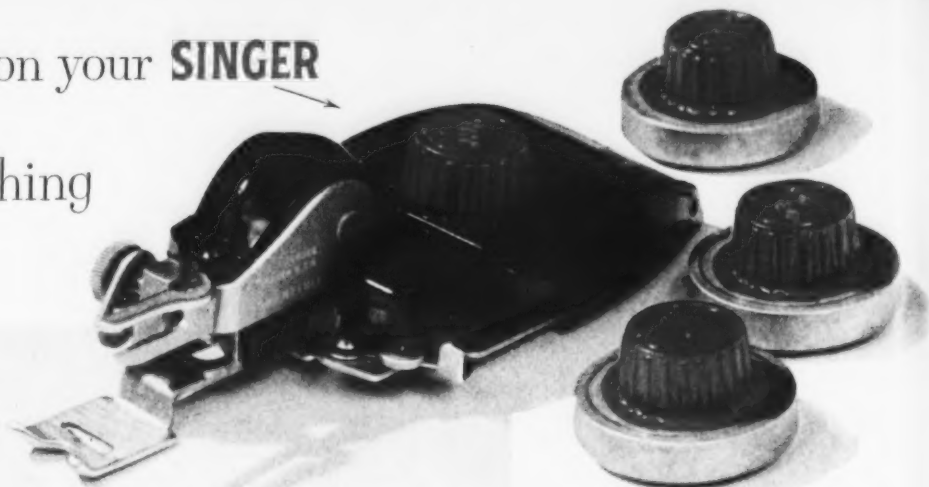
Lowenstein
Easytime[™]
cottons

The original smooth cottons
you wash...hang dry...
wear without ironing

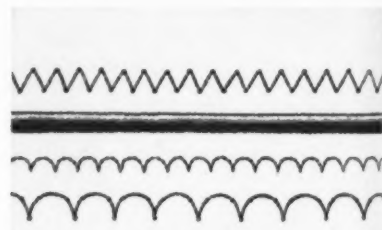
*PAT. PEND.

Put this on your **SINGER**

...and do decorative stitching
automatically!



Fancy stitches. Arrowheads, dominoes—fascinating designs! The Automatic Zigzagger makes them as simple to do as straight sewing. Lovely for borders, trim monograms, decorating children's clothes and table linens.



Finishing stitches. Zigzag, blind-stitch—a whole variety! So useful for expert mending, appliquéing, overcasting seams, hemming. Do them all automatically—on your SINGER* Sewing Machine—with the amazing new Zigzagger!

It's the astounding new AUTOMATIC ZIGZAGGER!

WONDER of wonders! Now SINGER brings you an invention that lets a straight-stitching SINGER perform like an automatic zigzag machine.

It's the astounding new Automatic Zigzagger. Fits any Slant-Needle*—and most Straight-Needle SINGER models, cabinet or portable.

Goes on in a jiffy. Comes with a set of "Stitch Patterns," each marked with the design it produces. Turns out literally *dozens* of decorative stitch variations—from arrowheads to zigzagging—*automatically*.

See the Automatic Zigzagger... exclusive, patented

... available only at your SINGER SEWING CENTER, listed in the phone book under SINGER SEWING MACHINE COMPANY.

Discover how you can enjoy automatic zigzag sewing... not only with the fabulous SINGER Automatic Machine... but *now* with a variety of Straight or Slant-Needle models *and* this new Zigzagger.

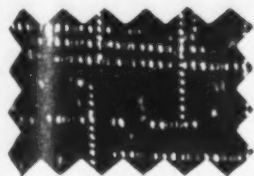
Only at **SINGER**... Only \$14⁹⁵

S* **SINGER SEWING CENTERS**



PRINTS CHARMING IN BENDIX-WASHABLE

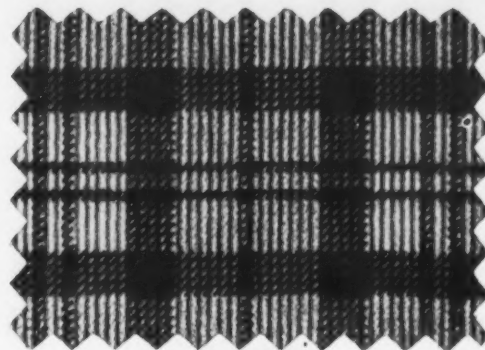
VANETTA CORDUROY



Gladiator



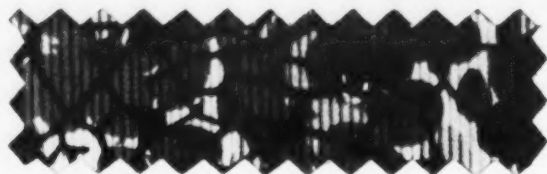
Pharaoh



Black Watch



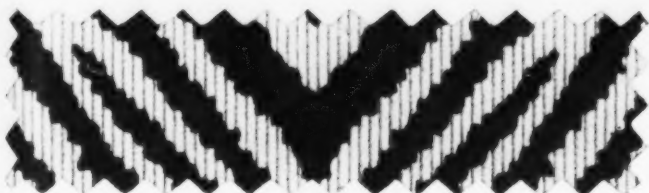
Trellis



Illusion



Lightning



Baby Zebra

DUO CORD

Super Carded Lusterized Pinwale
Corduroy in 42 solid colors

VELDUROY

Super Combed Lusterized Fine
Ribbed Corduroy in 42 solid colors

Wonderful things are happening to corduroy at Vanetta. Imaginative color styling becomes thoroughly practical in a lavish variety of new prints, solids and fancy weaves that can be Bendix-washed and dried safely, automatically at home.

There are no finer corduroys than Vanetta's. Marvelously responsive to your best feats of seamanship, they are versatile beyond compare for apparel and home furnishings.

Only a few of the many Vanetta prints are shown here. All come in 37" width.

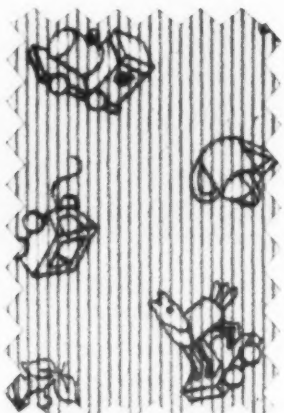
Insist on Vanetta. At fabric stores and fabric counters everywhere. Vanetta velvets and velveteens, too, for your most elegant workmanship.



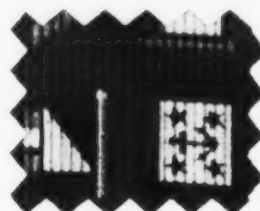
Spumoni



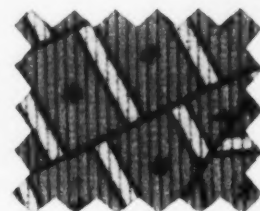
Harlequin



Toyland



Ship Ahoy



Crossroads

*Remember: No matter how lush the pattern or rich the color, you're sure of safe washability when you specify Vanetta Corduroys — the only corduroys certified **BENDIX-Washable!** Just toss them into your **BENDIX Duomatic Washer-Dryer.***



Vanetta and Bendix recommend **all** the "controlled suds" detergent



COUPON

VANETTA MILLS, INC.
1441 BROADWAY, NEW YORK 18, N. Y.

Please send me a sample swatch of the following DUO CORD prints. (Indicate names)

Please tell me the nearest store where I can purchase these VANETTA Bendix-Launderable CORDUOYS.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____
The nearest city _____

VANETTA MILLS, INC.
1441 BROADWAY, NEW YORK 18, N. Y.
MILLS: Lowell, Mass.



a touch of Paris ...on Fifth Avenue



COURTESY

COUTURE  COTTONS

Prints inspired by Paris — and no further away than Fifth Avenue or wherever your smartest shops may be! The new COURTESY Couture prints have a fabulous flair for making the simplest pattern look like a French original. In practical, washable percale . . . a variety of 60 patterns and coordinated solids, as well. Another fabric-you'll-love from Lowenstein.

about 59¢ yard



Style No. 569

Style No. 576



Style No. 575

COURTESY Cottons at these and many other fine stores everywhere:

AtlantaRich's
ClevelandHigbee Co.
ColumbusMorehouse Fashions
Hollywood.....Broadway Dept. Store
Los AngelesMay Co.
MinneapolisDayton Co.
New OrleansKrauss Co.
OaklandKahn's

OmahaJ. L. Brandeis
PhiladelphiaLit Bros.
PittsburghBoggs & Buhl
Portland, Ore.....Meier & Frank
PoughkeepsieWallace Co.
RichmondThalhimer's
San AntonioJoske's
San FranciscoEmporium

SeattleBon Marche
Sioux CityYunker-Davidson
St. LouisStix, Baer & Fuller
St. PetersburgMaas Bros.
SyracuseDey Bros.
TampaEssrigs
Washington, D.C.....Hecht Co.

BELAIRE FABRICS, a division of M. LOWENSTEIN & SONS, INC., 1430 Broadway, New York 18, N. Y.

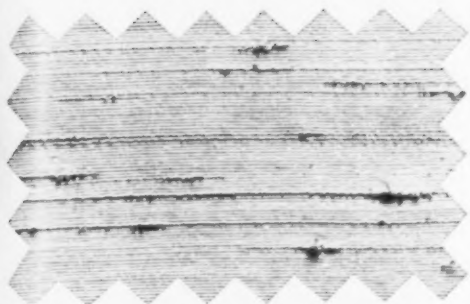
GLEN F
the han

DULL-O
mossy w

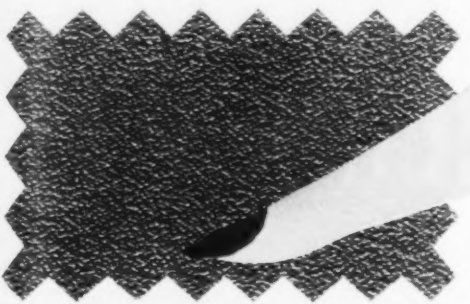
PRODIO
with a to

PALL M
blended w

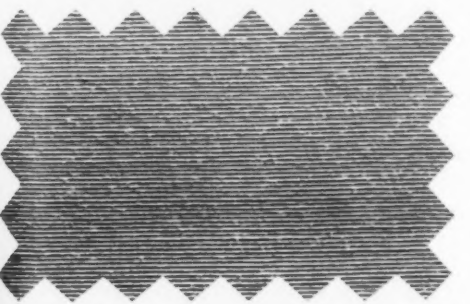
We'll gladly be judged by our "surface impressions"!



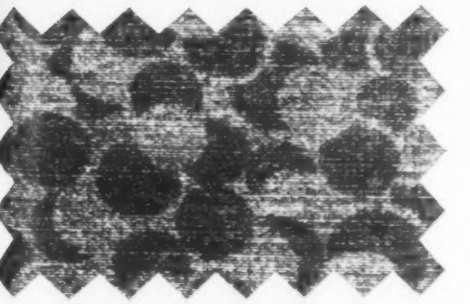
GLEN RIO...slubbed rayon and acetate with the handsome look of hand woven raw silk.



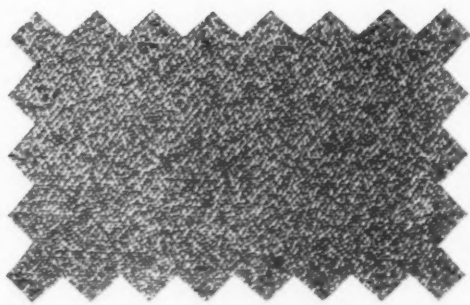
DULL-ORA...acetate and rayon crepe, rich, mossy weave with luxurious look and feel.



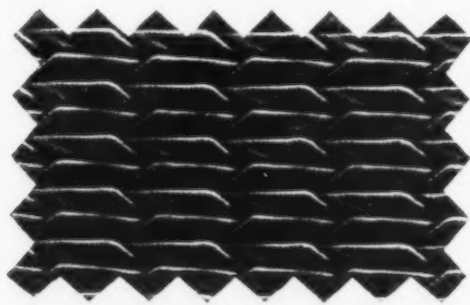
PRODIGY...an elegant faille of Arnel yarn with a touch of rayon. Washes, pleats easily.



PALL MALL... new type of print in this blended worsted made of rayon, wool, nylon.



CIMARRON...of new Arnel yarn, which is soft, warm, luxurious. Washes, takes pleats.

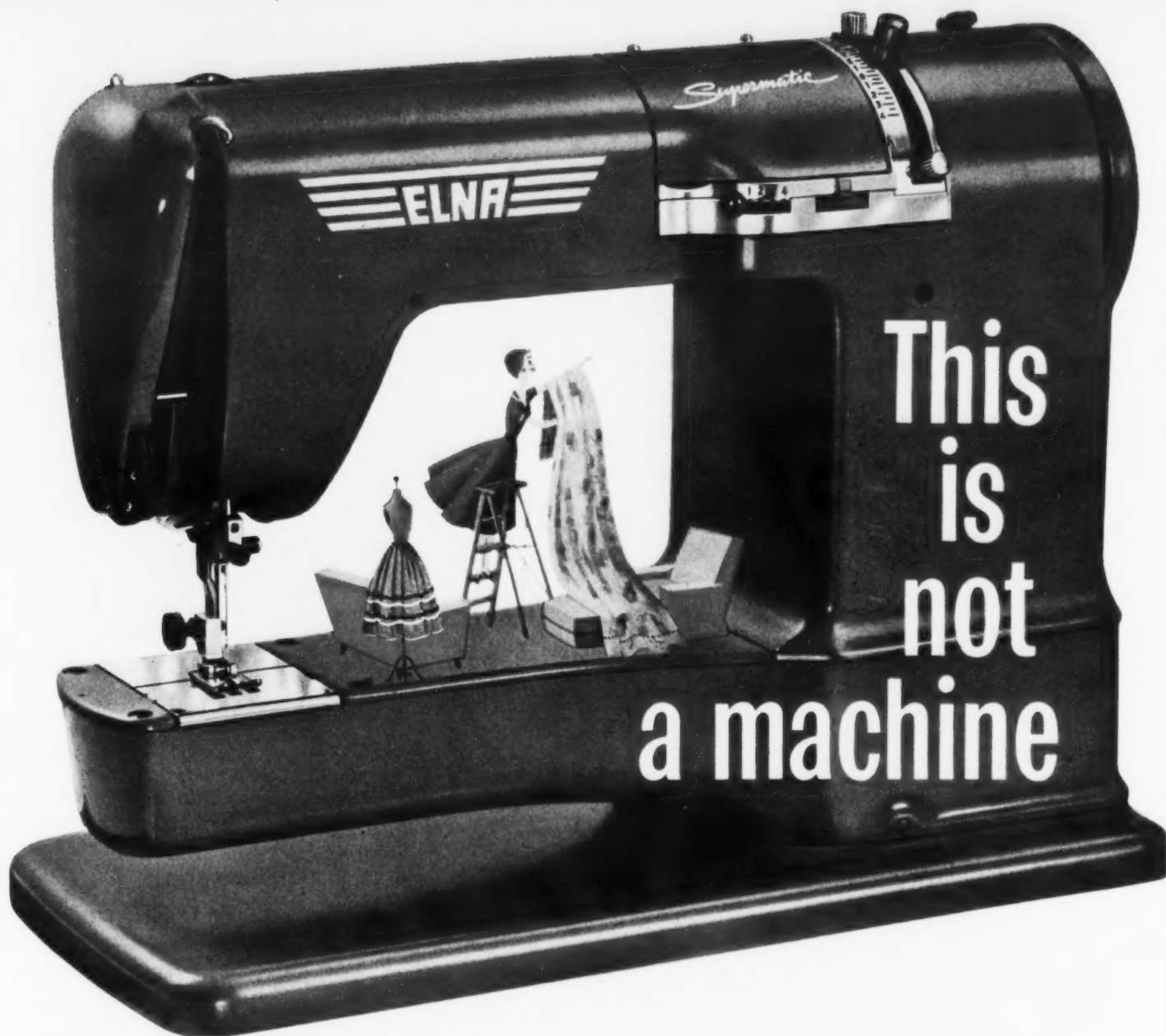


RIB TOUR... a washable ribbon-knit of acetate and nylon. Looks expensively handmade.

Mallinson fabrics

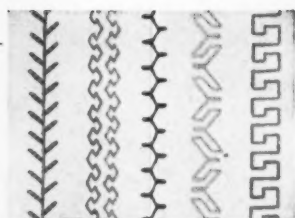


National Mallinson Fabrics Corp., 1071 Avenue of the Americas, New York 18
Chicago • Seattle • Los Angeles • San Francisco



...it's the world's greatest home-maker!

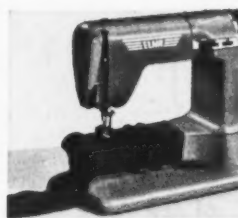
No matter what others claim, the new 1955 Elna
does more sewing jobs automatically...than any other make!



Unlimited glamour stitches that no other machine can make... because only Elna moves the fabric back and forth while the needle goes from side to side!



Amazing new pop-up discs make fancy sewing easy as playing a record. Just drop a magic disc in the "Magic Brain" for fabulous designs! To change discs, just press a button!



Even a free darning arm. No other leading machine has it. Darns, mends; almost invisibly. Elna sews unbreakable, stretchable seams on jersey.



The only portable with a full-size work table. Carrying case opens into a sturdy table in seconds. Elna sews straight and fancy, automatically; without attachments, dials or levers. Sew on nylon! The only portable with U. S. Testing Co. seal of approval.



The only lightweight full-size machine! So sturdy, yet weighs just 17 pounds. Easy to take away or store in closet.

Makes buttonholes; sews on buttons. Smocks, appliqués, embroiders, monograms! You're literally cheating yourself, unless you see an Elna before you buy any machine! Does more, yet costs no more. Only Elna has a straight stitch machine that can be turned into a fully automatic anytime; never gets out-dated!

Free Sewing Lessons. Straight stitch model only \$179



ELNA AUTOMATIC
WORLD'S ONLY 100% AUTOMATIC!

Send for Exciting Free Color Booklet, Dept. EG525, Elna Sewing Machine Sales Co., 164 W. 25 St., N. Y. America's largest group of Sewing Circles; see phone book. Nationwide service. Parts always available.

Miss Springmaid says: "It's yours truly when you
make it yourself...with *Spring Knight*"

THE COUNTRY'S MOST STYLE
CONSCIOUS BROADCLOTH



Ask for the Do-It-Yourself *Spring Knight* print

What fun to plan clothes to fit your life, your very own personal taste! Plan to make them in Spring Knight® Broadcloth... designing women love the way it handles, tailors, takes stitching. And there's ample inspiration for your creative urge in Spring Knight's palette of fashion-keyed colors, imaginative prints.

You'll find Spring Knight at your favorite fabric shop—and you'll be pleasantly surprised, too! For these tempting fabrics—all washable, all Sanforized, all color-fast—cost only about 59¢ a yard. DO "do it yourself" and do it in style, with Spring Knight Broadcloth.





Trouble-free zipping **GUARANTEED**
 or your money back

TROUBLE-FREE SHOPPING, TOO!



At last! A zipper that is trouble-free—*made* a different way—*hot-molded* of metal—to put an end to *all* the usual zipper troubles . . . to sticking, jamming, mis-meshing, slipping or popping open. A zipper with whatever it takes to give you *completely* dependable service, from a new jam-less Rocking Slider to Bondfast enamel for highest resistance to chipping. A zipper so good that it's guaranteed to give you *trouble-free zipping or your money back* . . . Coats & Clark's Crown Trouble-free Zipper!

With the new See-Thru Pak and Self-selector Display, you can see at a glance *all* the colors, and the type and length you want. So for trouble-free zipping *and* trouble-free shopping, go to the notions counter and buy Coats & Clark's Trouble-free Crown Zipper—with the money-back guarantee.

COATS & CLARK'S CROWN ^{trouble-free} ZIPPER

— a member of the famous Coats & Clark's O. N. T. Thread Family

go

Continental

in **FELT**



JACKET: Simplicity Pattern 4818

JUMPER: Simplicity Pattern 4837

Continental's Vel-Fel is fashion's word for felt the world over!

Your magic carpet to wherever you want to go —
in style! Imaginative new creations to put stars

in your eyes . . . wings on your feet. See yourself in
Vel-Fel Felt . . . you'll agree, it's fashion all the way!

VEL-FEL fashions are so easy to sew . . . so flattering to wear!

NO HEMS! NO LININGS! NO FACINGS!

No needle skill for excellent results at small cost!

Over 60 colors . . . bright, spicy . . . gently muted

pastels . . . popular new darks. 100% wool. In 72" widths.

NEW! VEL-FEL Felt APPLI-KIT!



The economical way to make your own
colorful felt appliques!
Contains six 6" x 9" VEL-FEL
pieces in popular designer colors . . .
plus new, easy-to-follow patterns.
At stores everywhere!
Only 79c

FREE! Write today for your free copy of "FELT
for FUN and FASHION." Shows how easily you can
make your own clothing, accessories and
home furnishings with colorful VEL-FEL!

CONTINENTAL FELT COMPANY, INC. 1905

22-26 West 15th Street,



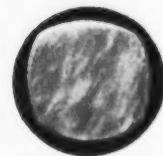
New York 11, N. Y.

PHOTOGRAPHED AT PLACE ELEGANTE

*"you can tell
just from the buttons
it's an
important
outfit!"*



9400



3695



9374

La Mode FASHION BUTTONS



B. BLUMENTHAL & CO., INC.
1372 Broadway, New York 18, N. Y.
Also creators of famous Le Chic fashion buttons

coat button 9347; suit button 9369

French-American alliance: House of Francis Winter et Cie., leading Paris accessories authority and La Mode fashion buttons

Cone Velv
is now yo
patterns,
exciting co
Cone Velv
soft, cozy-
The wond
... it's av
sewable! F
Velvete



C

good night

RED



Cone Velvelette*, the Flannelette of Fashion, is now yours in a gay array of red stripes, red patterns, red solids . . . in addition to other exciting colors in a bevy of beautiful prints and solids.

Cone Velvelette* is luxuriously napped. It's super-soft, cozy-warm to sleep in. And it's practical, too! The wonderful prints are all in colors of vat-fastness . . . it's available in Sanforized finish . . . and it's so seable! For all these good reasons, get Cone Velvelette* now at your nearest fabric counter.



Simplicity pattern numbers:
Misses' gown #4907
Child's pajama #4913
*©CONE MILLS INC.,
59 Worth Street
New York 13, N. Y.



CONE VELVELETTE*



Yes, milady... PELLON® interfacing in 8 brand new colors...

(to make your sewn-at-home fashions smarter than ever!)

Imagine — PELLON, the Wonder-Under® for lovely, lasting shape is now available in 8 fashion-right colors as well as black, white and grey. Now your sewn-at-home fashions can have perfect color coordination *inside and out*. PELLON interfacing gives everything you make fashionable "body"... keeps things fresh-looking always. Washing,



dry-cleaning, even packing for travel doesn't affect PELLON's unique ability to spring right back into shape. PELLON is a

Wonder-Under® to work with, too. Cuts in any direction, no bias to worry about, no unraveling or fringing edges.

To be sure you get genuine PELLON, ask for it *by name!*

Valuable Offer: The comprehensive, illustrated home sewing book, "Home Sewing Made Easy With Pellon" is only 15¢ at fabric counters everywhere, or order from — Dept. SS, Pellon Corporation, Empire State Bldg., New York 1, N. Y.



PELLON®

® Registered trademark of the non-woven interfacing made only by the PELLON CORPORATION

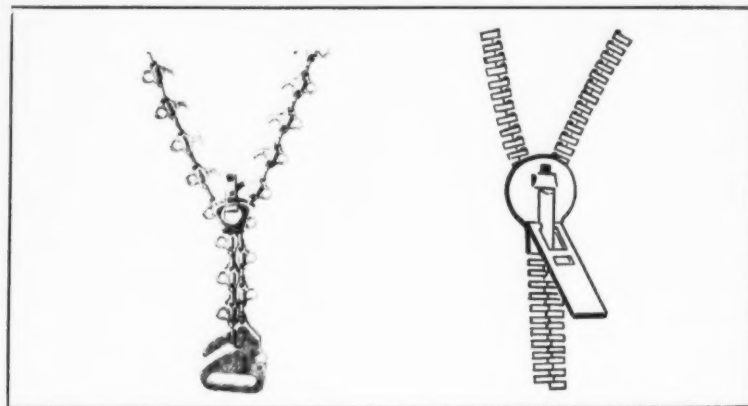
Zippers Have A History

The zipper has become such a staple of modern life that we may even have a mental picture of hoop-skirted belles zipping their dresses over tightly-laced petticoats. While this image would not be quite accurate — the zipper being of somewhat more recent vintage than the hoop skirt—it would reflect our casual acceptance of the slide fastener as something that has always existed.

This year Talon's engineers have come up with a new kind of fastener which makes these early versions as extinct as the dinosaur.

The Talon Magic-Tab zipper has four wonderful features:

1. A fabric release... This modern improvement allows for easy release of any snip of fabric which strays unwittingly into the teeth of your slider. Today when zippers jam (and they don't even *do* that



Its history really began, rather inauspiciously, in the final decade of the 19th century when a paunchy gentleman, who had been huffing and puffing for years over his shoe laces, was finally driven to invention. In 1891 Whitcomb L. Judson worked out a primitive sliding hook and eye device to replace shoelaces, and two years later he patented and displayed it at the Columbia Exposition in Chicago. It was a crude, ugly little gadget which most people passed by with a raised eyebrow if they bothered to notice it at all.

One man, however, came back for a second look, and what he saw he liked. In fact, he liked it well enough to organize a company that would manufacture and sell it—and not just for shoes.

The idea was basically sound but a little premature—and Col. Lewis Walker's first efforts to mass produce the slide fastener failed. It was, of course, a temporary setback that only stimulated experiments to improve and refine it.

The fabulous success of the slide fastener eventually justified Col. Lewis' wildest dreams, but even then the experiments continued. It was not enough to make a *good* zipper if it were at all possible to make a *better* one.

very often because finer tolerances have reduced snagging possibilities to a minimum), you can merely flip up a little tab, press it back with your finger, and liberate the imprisoned bit of fabric. During this process the slider is released without ever leaving the chain, and you are ready to zip up your garment.

2. A color-fast metal chain and tape... The metal is electrolytically dyed in depth to make it permanently color-fast.

3. Increased strength without any additional weight... The Talon Magic-Tab is so much stronger than its predecessors that the same lightweight zipper may be used on skirts as well as dresses.

4. An automatic lock... It assures you that once you have closed your fastener, it will remain securely in place until *you* release it.

The Talon Magic-Tab is available in three different sizes — two for dresses, one for skirts. It comes in a range of 25 colors, especially chosen to harmonize with all of the season's biggest fashion shades.

Easy-to-follow directions for applying Talon Magic-Tabs are found on the package. 7" skirt zippers are 30¢; 10" dress length, 35¢; 12" dress length, 45¢. Available at notion counters.



Simplicity
Pattern #4766



Established 1899

Sew-easy!

then go swingin', singin', havin' your fling-in

Fiesta FELT®

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*Reg. U. S. Pat. Off.

All Wesco Fabrics by Weil & Schoenfeld, in Celanese acetate and rayon. Left, "Shadow Box" in wide and close-spaced satin weave pattern. On figure, "Shadow Play" in solid colors. All three fabrics in ten coordinated colors.



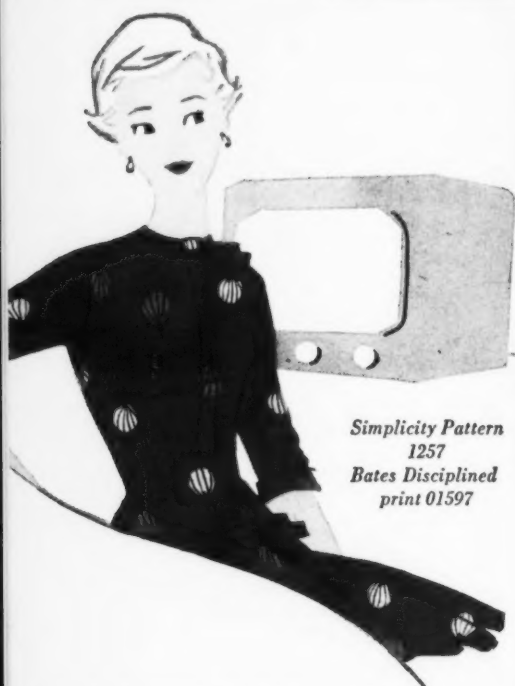
Simplicity Pattern
1288
Bates Disciplined
print 01586



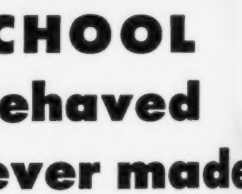
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1254
Bates Disciplined
fabric 1500



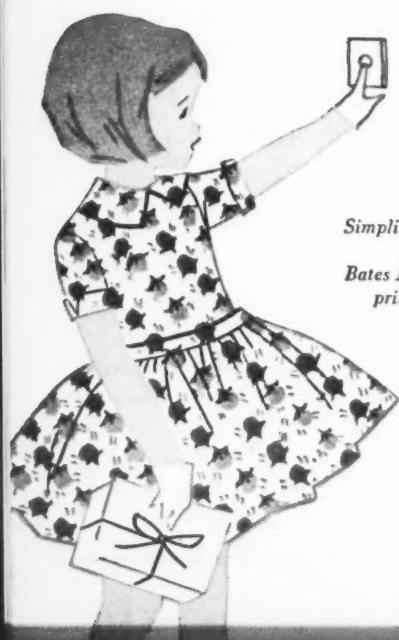
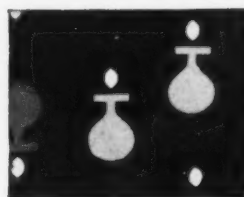
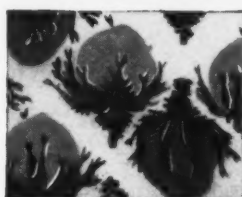
Simplicity Pattern
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Bates Disciplined
print 01587



Simplicity Pattern
1257
Bates Disciplined
print 01597



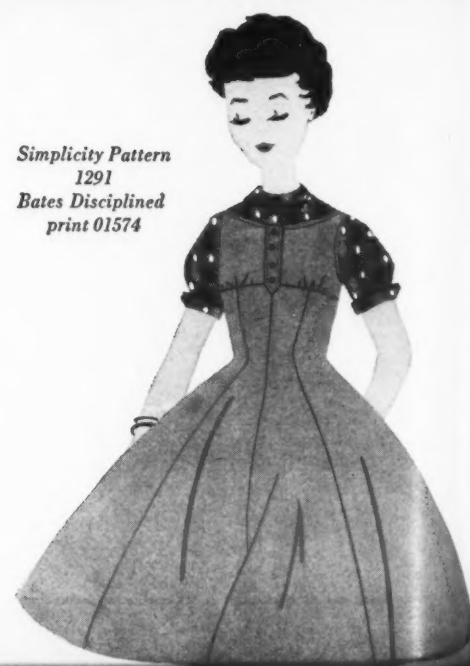
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print 1503

Simplicity Pattern
1273
Bates Disciplined
print 01577



Simplicity Pattern
1296
Bates Disciplined
print 1502



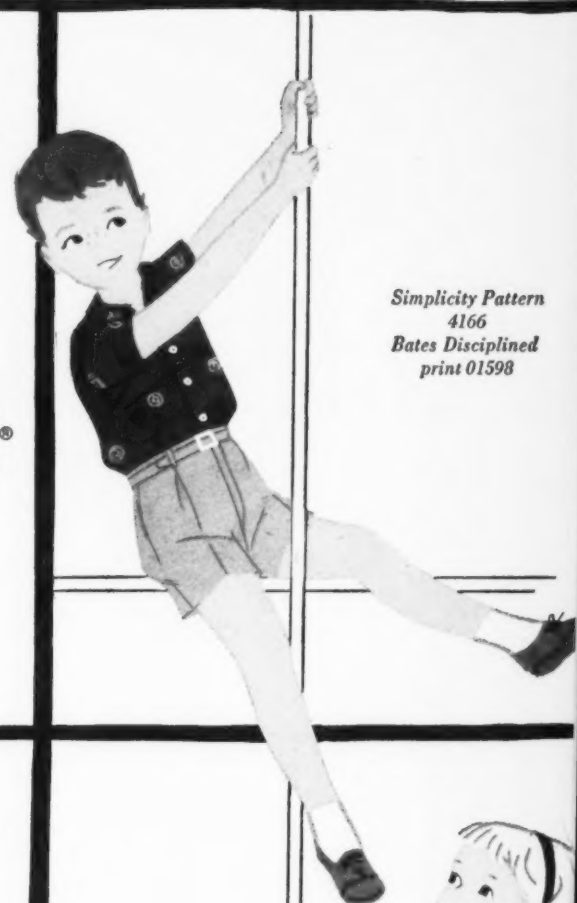
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Simplicity Pattern
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Bates Disciplined
print 01598

Simplicity 1283
and 1281
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print 01589



Simplicity Pattern
1253
Bates Disciplined
print 01581



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1250
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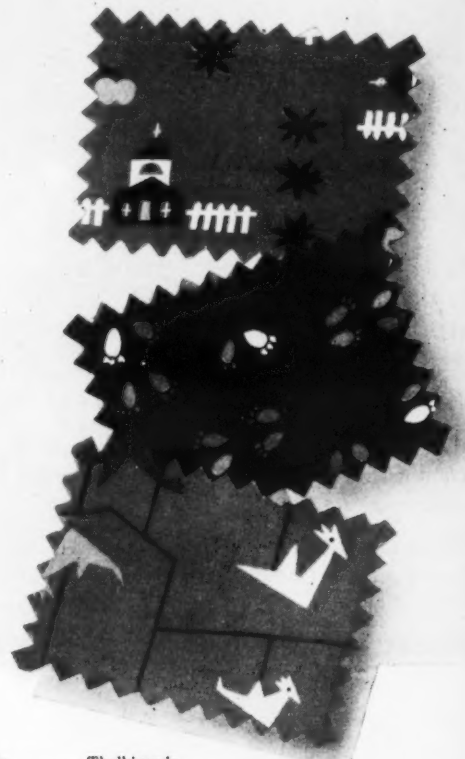
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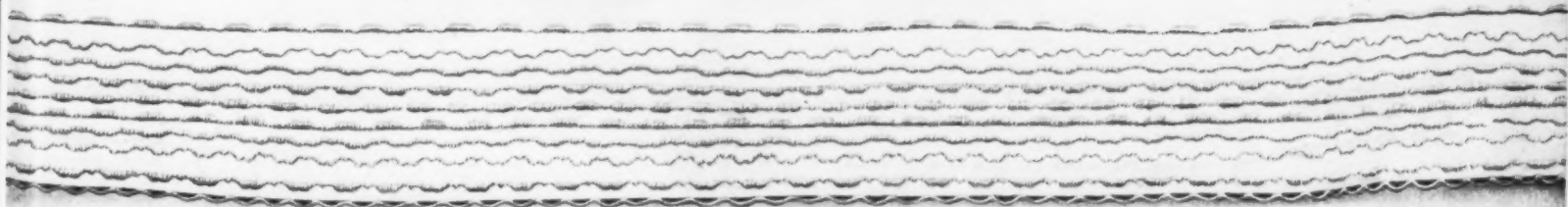
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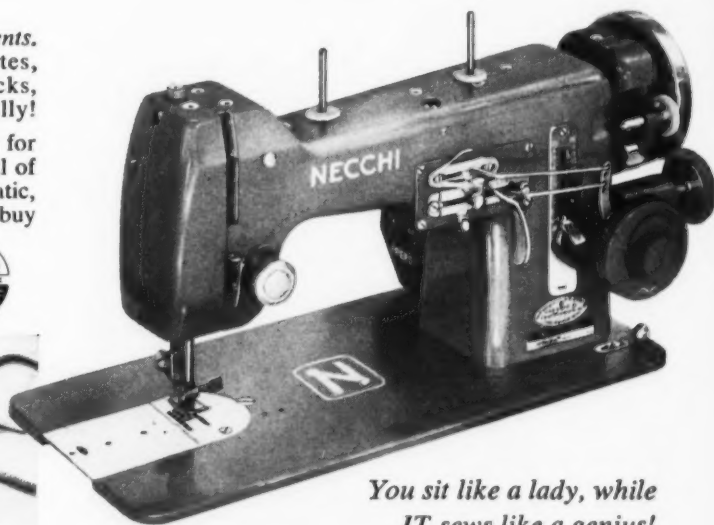
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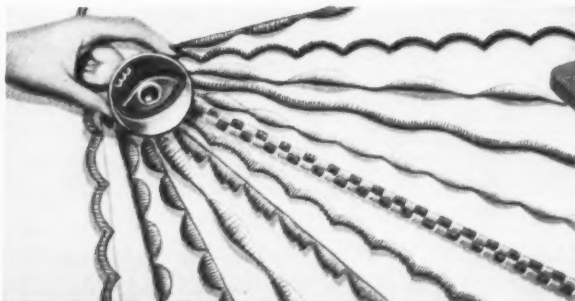


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FABRICS • SEWING KITS
THREAD • BUTTONS



The Washable Story

All swatches featured here are fabrics from our fashion pages that can be tossed into a washing machine with no thought of consequences. The buttons are also machine-washable.

1. One of today's spectacular new woolens that goes as confidently into the washing machine as yesterday's went to the cleaner's. Lebanon Sanforlan Wash-a-Flan.

2. As practical as it is Scotch, the popular Black Watch plaid in a machine-washable edition. Lebanon Sanforlan Wash-a-Flan.

3. A linen-look cotton that won't surrender its crispness or color. Indian Head stripe.

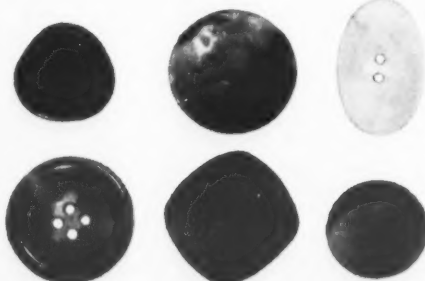
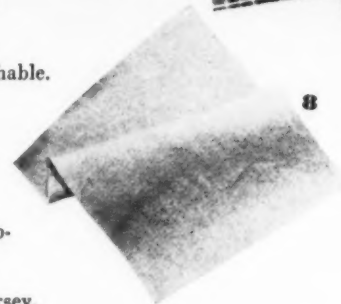
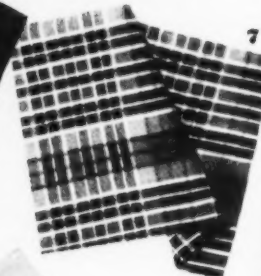
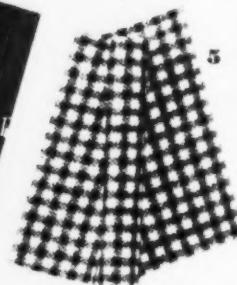
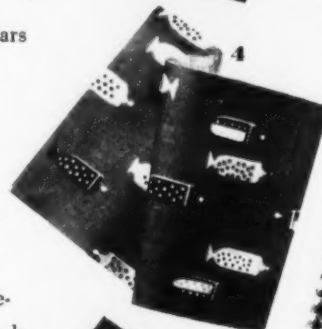
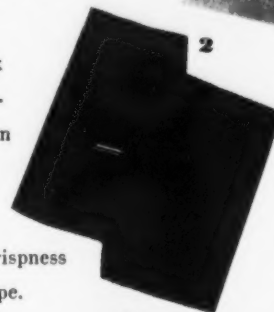
4. Tall, polka-dotted jars printed against a dark field and guaranteed not to grow pale after a trip to the washing machine. Springknight Sanforized broadcloth.

5. Checked and double-checked as machine washable. Lebanon Sanforlan "Economy" flannel.

6. A perfect find for the little suit that takes lots of wear. Mil-likan Lorette flannel.

7. One of the dark cotton plaids that is so effective for fall or winter and particularly important because it's machine-washable. Peter Pan Glencary plaid.

8. A real miracle fabric for an age that has been brought up to believe in miracles — easy-to-care-for and machine-washable. Heller's 100% hi-bulk Acrilan jersey.



BGE's machine-washable buttons. Top: Free-form shank, #7538. Slant-surface button, #7552. Scoop-surface button, #7539. Bottom: Classic sew-thru, #7503. Pagoda-top button, #7544. Oblong sew-thru, #1251.



He called me
a "Genius"...
because I used
Finesse

The most exciting fabric
in 25 years

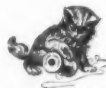
Imagine calling *me* a "Genius"... when the real credit should go to Belding's FINESSE.

The truth is I've never worked with *any* fabric that was as easy to cut and sew. It's the balanced blending of premium combed and mercerized cotton with nylon that gives FINESSE its perfect drapeability and crisp hand, so important for a truly beautiful dress.

The subtle tone-on-tone interplay of colors in a rich variety of over 25 shades and the versatility of its Italian inspired weave have me thinking of more clothes of FINESSE, a blouse, a robe...and an elegant sportshirt for the man who called me a "Genius."

It's priced at less than \$2.00 a yard, it's at the *finest* stores EVERYWHERE...it's FINESSE by Belding.

BELDING



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FABRICS SEWING KITS THREADS

Simplicity Pattern Shown #1239

Also see Page 74 for Separates of FINESSE



*This slick chick
knows that ^{here}₁
clothes
make the
man!*

She knows, too, that making her own clothes is only half as hard but twice as much fun when she uses the *right* tools. And there's nothing righter than Clauss scissors and shears. They're the *most*!

Dearest to her heart is this new, ever-so-handy Clauss pinker. Imagine! A pinker only 5½" long that does the work of even the big, professional models—and made entirely of STAINLESS STEEL! So there's no plating to peel off this mighty mite and it won't rust—ever! A real precision tool with finer points to insure more accurate cutting, and bigger, more comfortable handles, too. You'll find it on display in your favorite department, drug and hardware stores.



No. 5—5½" long, with brightly polished blades and large, comfortable handles. \$4.75

No. 5J—5½" long, with brightly polished blades and large, comfortable baked black enamel handles. \$4.25

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LEARN HOW to select the best cutting tools. Put your name and address on this coupon to get, free, the new Clauss folder "Some Useful Things to Know About Scissors and Shears."

Name

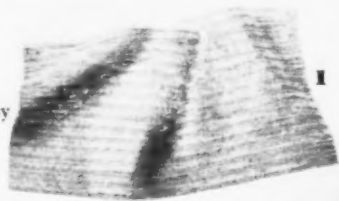
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City Zone State

The Washable Story

From the fashion pages of Simplicity — hand-washable fabrics with the look and texture which once suggested that only expensive dry-cleaning could do them real justice.

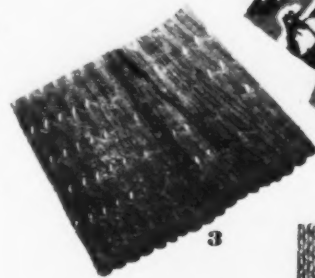
1. In suiting weight, this wide-wale corduroy that retains all of its velvety softness after hand-washing. Cone Clevecord.



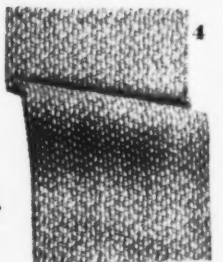
2. A handsome abstract print which neither fades nor shrinks in size. Wisp-o-Wool by Hanora.



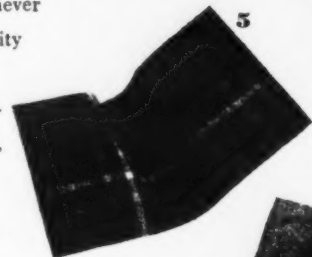
3. A silky ribbon braid that washes like a dream. Mallinson's Ribtour of acetate and Nylon.



4. A fabric that would never be suspected of any affinity for soap and water. Burlington's smart hand-washable tweed of rayon, Acrilan and acetate.



5. A plaid that is likely to introduce a season in which the Scottish clans will gather in the wash basin — Botany's Highlanders tartan.



6. The perennial favorite — flannel — in a practical hand-washable version. Rosewood's Woosterlon flannel.



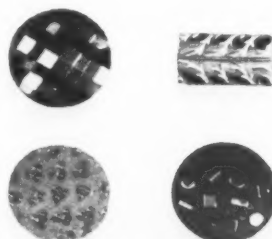
7. A fabric beloved for versatility, non-wrinkling qualities, the way it hand washes. Lebanon's Sanforlan Wash-a-jersi.



8. To make the transition of seasons without a pause, this "Finesse" of cotton and nylon by Belding-Corticelli. Hand-washable, wonderful to sew with Nymo monocord thread.



Buttons featured here are hand-washable, like the fabrics — and just as elegant. Top row: Multi-faceted gold button, #3187. Translucent rectangle with design in relief, #3185. Bottom row: Gold-incised button, #3200. Button with extra-dimension geometrics, #3184. All BGE Originales.



pin your pattern on a **VALENCIA** cotton
and learn how easy sewing can be



Simplicity
Pattern
1084

Simplicity
Pattern
1103

VALENCIA *Aristocrat
of Cottons*

Creating back-to-school wardrobes is no problem with Valencia cottons, famous for their easy sewing qualities. Your scissors flash...your needle flies...in anticipation of the thrifty blouses, jumpers and dresses that will send your children to class in gay young designs. Valencia's new Everglaze® "Minicare" fabrics resist creases, spots, soil, and perspiration. They wash with minimum effort, maintaining their crisp fresh look without a drop of starch... with little or no ironing. So—don't settle for less.

Ask for **ARLENE**, one of a large group of prints and solid colors from the family of Valencia Fabrics, used to make the matching dresses shown for the young miss and her teen-age sister.



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Le Chic Buttons

give your fashions
the designers' touch!



5164



5158



5160



5173

THE new Le Chic Buttons feature all the latest Fall trimming trends, textures and colors . . . for *all* the fashions in your wardrobe! See the complete selections now on the counters of chain and variety stores everywhere. Priced at 10c, 25c, 39c, 59c per card.

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Le Chic Div., 370 West 35th St., New York 1, N.Y.
Also creators of internationally famous La Mode fashion buttons



Sized For Women

Left: 1243 — A dress that flares prettily from its torso-lengthening hip yoke. Notched collar for neckline flattery. Sizes 12-42, 50¢.



Right: 1278 — A beautifully polished suit with the new longer jacket curved over a slim skirt. Neckline is convertible and suit may be worn belted. In sizes 12-42, 50¢.

Left: 1245 — A wide-winged collar perfectly cast on the V neck of a dress with soft skirt, all-in-one sleeves. 12-44, 35¢.



Right: 1319 — A slim-look dress with easy set-in sleeves and a sharp staccato of buttons down the front. Sizes 12-44, 35¢.
All Simplicity Patterns are printed.

Sized For Women

Left: 1246 — A wardrobe basic — the jumper, styled with wedge-shaped neckline and moderately flared skirt. Also featured — a shirt with three-quarter sleeves. Sizes 12-44, 35¢.



Right: 1286 — A top attraction designed for round-the-clock wearing — this coat with raglan sleeves for effortless fit over bulky suits. Sizes 12-42, 50¢.



Left: 1244 — For the smartest breakfast-and-after look — a long-sleeved shirtwaist dress, punctuated with a parade of buttons. Sizes 12-44, 35¢.



Right: 1318 — The town dress with important fashion in the beautiful treatment of its side lines. Sizes 12-44, 50¢. All Simplicity Patterns are printed.



BIGGEST NEWS IN PRINT

Central COLOR-FUSED FELT

By the yard at your favorite store.

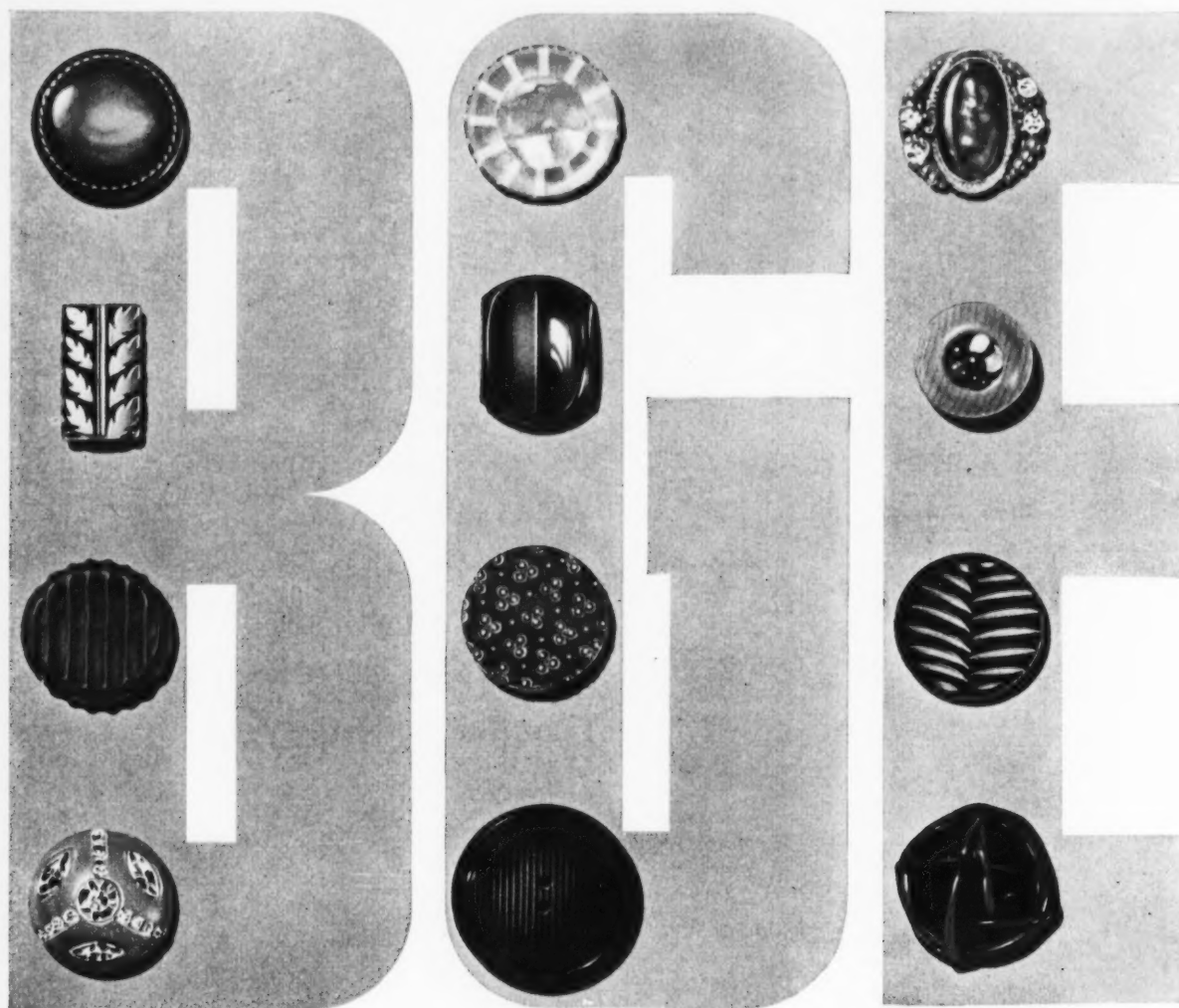
This is Felt at its newest and best—a superb wool blend that can't ravel, always drapes softly and beautifully, always dry cleans perfectly. Perfect companion fabric to famous, best-selling solid color Central Felts.

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Jewelry Monet



The easiest, quickest
way to "Style"
is with **BUTTONS!**



A suit that buttons up in fashion—and so smartly!—each button accenting the lithe lines—jauntily at hip, neck, sleeve... deftly from jacket collar to jacket hem. Simplicity Pattern 1271.



Buttons, buttons, buttons! ... at the hips again... flattering your figure in gentle, graceful arcs... accenting the straight-as-an-arrow closing of the beautiful box jacket. Simplicity Pattern 1310.



The pencil slim skirt with cardigan jacket, in trim lines that call for—and get—beautiful, beautiful buttons cascading down a classic front closure. Simplicity Pattern 1267.

DO IT YOURSELF WITH B.G.E. ORIGINALES



Make a button earring by removing shank, filing smooth, gluing to earring back. Matching your earrings to the buttons on your dress is a smart fashion trick. They're fun for gifts, too—everybody loves pretty earrings.

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*Originales**
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No matter what your fashion needs—color, texture, accent—sew on the right button and you have it! And you'll always find the right button if you ask to see *B.G.E. Originales*. For most of these are specially crafted abroad to bring you unique designs, with the finest workmanship.

See some—sew some—today!

Specially designed for your Winter-Washables

From abroad, in gorgeous deep colors and distinctive designs, come a special group of washable B.G.E. Originales to go with the new washable fabrics so smart for Fall and Winter.

For instance, on the cover of this magazine, see the beautiful B.G.E. Originales in blended wood tones on Lebanon's colorful Washafan dress with its jacket of Lebanon Tweed by Ria Herlinger. Simplicity Pattern No. 1271.

When you want buttons that will *really* wash, that will keep their color and their finish, be sure to choose washable B.G.E. Originales.



FREE BOOKLET AT YOUR FAVORITE STORE

Quick Tricks With Buttons—B.G.E.'s booklet full of additional button styling and "do-it-yourself" ideas—yours for the asking at your favorite button counter.

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INCLUDES
CHILDREN
TWO YE
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PATTERN

Simplicity

1955 Fall-Winter Pattern Book

Cover: The Costume Look of a long-bodied sheath, arrested briefly by a band at the hips, and topped with its own tapering box jacket. Dress of Lebanon Sanforlan Wash-a-Flon. Armo-interfaced jacket of Ria Herlinger tweed by Lebanon. Duchess Milium lining by Earl-Glo. BGE machine-washable buttons. 1271, sizes 11-18, 50¢. Photographed by Robert Monroe.

Watch for the Spring issue
of Simplicity Pattern Book
on sale January 15th

The Big Fashion Idea	38-43
The Two-Faced Jumper	44-47
The Suburban Way of Life	48-51
And So to Bed	52-53
Etiquette is Her Business	54-55
After Dark Glamour	56-59
Gifts	60-61
The Hostess with a Flair	62-63
Kilts Have Caught On	64-65
Campus Classics	66-69
Addressed to Teens	70-71
White Collar Girl	72-73
Top Ideas	74-75
Maternity Wardrobe	76

Publisher: ARTHUR A. BRIN Editor: VIRGINIA HALE Art Director: MYRON W. KENZER

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Production Manager: Paul Vennick

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The Most Important Fashions of the Year

The truest test of Good Fashion has always been its responsiveness to the life around it—a perfect instinct for mirroring the mood, color, and tempo of a season. We believe that the crisp, organized feeling of Fall 1955 is beautifully reflected by our featured fashion idea—the Costume Look. We show it in versatile dresses that have jackets or lined sweaters of their own and consider accessories a matter of some gravity. There's excitement, too, in a whole new section of polished casuals keyed to the new way of life—and the new way of looking—that has evolved in Suburbia. With the emphasis on *adaptable* clothes, we've re-explored the jumper and brought it to you teaming with round-the-clock possibilities. We have more big news for half sizes (a whole wardrobe of them modeled by that leading arbiter of good taste, Amy Vanderbilt); dozens of appealing back-to-school ideas for coeds of all ages; gift suggestions and after-dark fashions in a holiday spirit. Finally, to guide you in caring for clothes, we've noted just which fabrics are washable. Thumb thru our pages, check your favorites, and happy sewing!

Sew a magic skirt...



wool broadcloth



wool tweed



wool felt

...with the most amazing zipper ever,
the Magic-Tab Talon zipper!

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SKIRT

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DONAHUE

in wonderful wool



wool flannel

Never did one slim zipper do so much—so beautifully! The Magic-Tab Talon zipper releases jammed thread or fabric with a fingertip's pressure. It's light, fine, yet amazingly strong...specially processed so that colors on the zipper teeth can never fade or chip...and equipped with the famous non-slip Talon automatic lock.

Here, this amazing zipper is honored by a group of new patterns by top American designers. You'll find all the magic makings—Magic-Tab included—at good stores everywhere.



Simplicity Pattern—#1229 in authentic wool tartan

For magic in the making,
nothing measures
up to wool





The big



fashion idea

THE CLASSIC SUIT—its contemporary verve in the sloping, cavalier cut of the jacket front, the graceful, low-swung arc of its back. 1309, sizes 12-20, 50¢.

WIDE WALE CORDUROY in coating weight to dramatize the great fashion future of all corduroys this season... A fabulous new fall color—periwinkle—created by the perfect understanding between clear blue and moody violet. Cone Clevecord, lined with Skinner's Truhu silk crepe. Both washable—as are the

Formite interfacing and buttons by BGE Originales.

Hat from John Frederics. Pappagallo spectator shoes.

Gloves by Superb. Castlecliff jewelry. Bag by Barra.

SPICE accents to launch a costume, give it polish and a sense of its own importance:

1—Wear-Right gloves. 2—Leather bag by Milch.

3—Alexis J feather belt. 4—Pappagallo shoes. 5—Scarf by Far Eastern Fabrics. 6, 7, 8—Castlecliff jewelry.

9—Capezio pumps. Bkws. p.80. Ydgs. p.82.

All Simplicity Patterns are printed.





THE A-LINE with its long, fluid torso opening on to a superbly shaped skirt of box pleats. 1257, sizes 11-18, 50¢. TEXTURED BLACK in a big season of grainy fabrics. Mystere of Worstrella acetate by Schwarzenbach Huber. Talon Magic-Tab zipper. Interlon interfacing. Bag by Ingber.

Fur-trimmed hat by John Frederics. SHINY BEADS, SHINY SILK plus a dash of dazzle white: 1-Sling-back silk shoe by De Liso Deb. 2-Beaded bag by Marietta Larsen. 3-Double choker from La Tausca. 4-Metallic kid evening sandal by Jerro. 5-Elbow-length kid gloves by Superb. 6-Matinee-length pearls from La Tausca. 7-Piped three-button kid gloves with vent by Superb. 8-Jeweled pin and earrings by Kramer. Backviews page 80. Yardages page 82.

THE COVERED DRESS, shaped like a sheath and designed to outsmart itself with a silhouette-changing box jacket. 1273, sizes 11-18, 50¢.

GIANT HERRINGBONE for the uncompromising tweedy look of the newest urban fashions. Anglo's herringbone tweed. Duchess acetate satin lining with Milium by Earl-Glo. Hat by John Frederics. Bag by Ronay. Buttons from La Mode.

SCULPTURED ACCENTS in rich garnet and amethyst with ebony or gold punctuation: 1—Courier's bag by Coronet. 2—Givenchy-cut pump from Pappagallo. 3—Scarf by Brooke Cadwallader. 4—Gold choker by Coro. 5—Castlecliff gold bamboo bracelets. 6—Fall spectator pumps by Capezio. 7, 8—Bamboo leather belt and striped belt from Calderon. 9—Pin by Coro.

All Simplicity Patterns are printed.





THE TUNIC DRESS, important for its slim-suit elegance, its smart outlook on daytime life. 1304, sizes 11-18, 50¢
TWEEDS for nubby texturing that comes as a beautiful surprise to the most sophisticated fashions. Milliken tweed.

Hat by John Frederics. Bag by Winter Furs.
FURS AND FUR TONES simmered with greens to suggest a color palette for toned-to-tweed accessories:

1—Kid gloves in fiery orange by Superb. 2—Coonskin bag by Roger Van S. 3—Fur-fabric shoes from Pappagallo. 4—Gold earrings by Coro. 5—Bag by Ronay. 6—Scarf from Far Eastern Fabrics. 7—Monet bangle bracelets.

8—Pumps by De Liso Deb. Bkvs. p.80.
 Ydgs. p.82. All Simplicity Patterns are printed.



1304



THE OVERBLOUSE, noted in a season of long-line fashions for the suave way it tops its own narrow skirt. 1221, sizes 11-18, 50¢. **WIDE WALE JERSEY** to prove that even the smoothest fabrics have a new dimension. Electric-shock red to make one of the season's clearest color points. Wyner Sag-No-Mor ribbed jersey. Interlon interfacing. La Mode buttons. Talon Magic-Tab zipper. Jaguar muff-bag by Winter. Glentex chiffon scarf. **HONEY LEATHERS AND SPOTTED FURS** sharpened by black and gold: 1-Pigskin gloves by Superb. 2-Jaguar fur bag from Winter Furs. 3-Gold link bracelet by Coro. 4-La Tausca's pearl and gold rope necklace. 5-Pumps by Mademoiselle. 6-Corkette belt by Alexis J. 7-Pappagallo flat baby shoes. 8-Gold earrings and pin by Monet.

MONROE

1221



The Two-Faced Jumper

Leading contender for the title of This Season's Most Versatile Fashion—the Jumper. A deft change of fabric, a blouse (plus or minus), and it's as different as day and night. *Color Photo: 1222* — The long-torso jumper—In a bold blanket plaid with turtle-neck sweater to face the workaday world. Of Hanora's imported Tyrola brushed Viscose plaid. Pure and simple after dark, with a medieval turn of line revealed under the influence of sumptuous Vanetta velveteen. Sizes 11-18, 35¢.

1233 — The jumper with two necklines (bateau in front, V in back) — Seen first as a blazing sheath of stripes muted by its own tapering box jacket; seen again as a perfect basic for blouses like this one with zipped-up-high neckline and bat-wing sleeves. Jumper: Sizes 11-18, 50¢. Blouse: 4815, sizes 11-18, 35¢. Talon Magic-Tab zippers. Pellon interfacing. Bkws. p. 80, Ydgs. p. 82, Accs. p. 84. All Simplicity Patterns are printed.





1232 — The square-necked jumper sheath — teamed with a blouse in the morning; with its own suit-making jacket for an afternoon in town; alone (and aglitter with jewels) by lamplight. Sizes 11-18, 50¢. The Simple-To-Make blouse is fashioned with round neck, cut-in-one sleeves. 1268, sizes 11-18, 35¢. Bkws. p. 80. Ydgs. p. 82.

1236 — The plunge-neck princess jumper — dramatically bare on top and cast over a giddily printed skirt of its own (which might be of textured Interlon) ; seen again, it's still buttoned only to the waist and brilliantly understudied, in shepherdess style by its full-sleeved blouse and underskirt. Sizes 11-18, 50¢.



4813



1236

1236

1270

1270 — The "big scoop" jumper Simple-To-Make and newsworthy shown in printed corduroy for evening; demurely introduced to a shirt and featuring a pair of oversized patch pockets done in daytime flannel. Sizes 11-20, 25¢. The shirt with saddle stitching is Simple-To-Make. 4813, sizes 12-20, 35¢. All Simplicity Patterns are printed.



1258

The Suburban Way of Life



Fashions designed for that casual (but polished) kind of living which is a cross between town and country.

In Color: 1258 — Long-torso dress with pleated skirt and possibilities of lunch in town. Of machine-washable "Pride", Heller's 100% Acrilan jersey. Self-covered buttons by William Prym. Sizes 11-18, 50¢.

Left: Studied carelessness — these two box-jacket suits in washable Burlington tweed of rayon, Acrilan, and acetate. 1272 is made with its own Crompton velveteen weskit. Sizes 11-18, 50¢. 1310 has a button-detailed overblouse. Sizes 11-18, 50¢. Both feature Armo interfacing and BGE machine-washable buttons.

Above: 1276 — Topper with jaunty set of flaps in double file. Of Anglo wool shetland. Duchess crepe satin lining by Earl-Clo. Sizes 12-20, 35¢. Bkws. pg. 80.

Ydgs. p. 82. Accs. p. 84. All Simplicity Patterns are printed.

The Suburban Way of Life



For the expanding army of suburbanites who demand relaxed, elegantly understated fashions — this easy overblouse fitted at the hips. 1277, sizes 12-20, 35¢. Its trim companion — the narrowest of skirts. 1229, waist sizes 23½-30, 35¢. Both of Rosewood's washable Woosterlon flannel. Machine-washable buttons are by BGE.



Reflecting the easy-going way she likes to *look* even when her day is crammed with activity — this one-piece dress with sharply slashed neckline, the new longer-waisted bodice, and a skirt which flares from two box pleats. In Fabrex washable flannel of Celanese Arnel and rayon. 1266, sizes 11-18, 50¢. Talon Magic-Tab zipper.

Perfect coverage of the situation in Suburbia — the almost-straight coat with smart flap details and just enough fullness to top everything. Tweed by Moss-Still through Richard Chopak Assoc. 1275, sizes 11-18, 50¢. Bkws. p.30. Ydgs. p.32. Accs. p.34.



The indispensable suburban suit — fitted but casual. 1278 has a convertible collar and big hip pockets. Of Security monotone tweed jersey. Sizes 12-42, 50¢ . . . 1267, collarless, loves a soft, wispy scarf. Of Security tweed jersey. Sizes 12-20, 35¢. Both Armo-interfaced. All Simplicity Patterns are printed.



Left: 4907 — As warm as a winter night is cold, this full-length night shirt with tab closing and a partiality to stripes or red flannel. Sizes 12-20, 35¢.

Center: 4474 — A Simple-To-Make housecoat which likes to play hostess. It has all-in-one sleeves and a pretty profile of ruffles. Sizes 12-40, 35¢.

4471 — The robe that came to breakfast — raglan sleeved and Simple-To-Make. Toss it on over pajamas and nighties. Sizes 12-40, 35¢.



Above: 4971 — Influenced by Chinese mandarin fashion (but very susceptible to bold American prints), this pair of pajamas

with slit kimono sleeves and a slash at the side seams. Traditional stand-up collar and frog closings. Simple-To-Make. Sizes 11-18, 35¢.

Bkws, p.30. Ydgs, p.32. All Simplicity Patterns are printed.

EGERTON

And so to Bed



Fashions in a dreamy mood.

Above: 4935 — Designed with coolie collar and frog closings, a bed jacket that will sit up and have notice taken.

Simple-To-Make. Sizes 12-44, 35¢.

Right, top of page: 1102 — The yoked nightgown grandma loved

in a saucy modern version — knee-length with three-quarter sleeves. Sizes 12-20, 35¢.

Right: 1325 — Two ways for a pair of tailored pajamas to look — strictly like dad's with jacket out, or in a lady-like print with top tucked in. Simple-To-Make. Teens, 10-16, 35¢. Jr. Miss, 11-17, 35¢.





Today's bride is likely to find her library on three classic works: a Bible, a cookbook, and Amy Vanderbilt's Complete Book of Etiquette.

The author of this third volume (prime source of social confidence for anxious hostesses, perplexed businessmen, and troubled guests) is a lady who has proved that there *is* something in a name—if only the challenge to live up to it.

Born into the famous Vanderbilt clan, precocious Amy—blonde and gray-eyed like her Dutch forebears—was already a published author at 12 and a society reporter for the Staten Island Advance while still in her early teens. After attending school abroad and making the Grand Tour of Europe, which was then considered the terminal event in a young woman's education, Amy declared her serious intentions of a career by enrolling at New York University School of Journalism.

From college Amy bounced into a public relations job and ended up as president of the firm. Not one to shy away from work, she also managed to flourish as a free-lance writer who specialized in problems of Good Taste. Radio and television beckoned, and eventually the "side-line" had become the "main line". She took a little time out to write a book and returned five years and 250,000 words later with the manuscript of Amy Vanderbilt's Complete Book of Etiquette under her arm.

Nothing, however, was allowed to interfere with her most important career—being a mother to three very active young men, ages 5, 8, and 18. She has an "office" at home in Westport, Conn. and makes up for layoffs, like fishing trips with the boys, by working long, irregular hours.

While fashion is not Amy Vanderbilt's major concern, Good Taste *is*, and the two are inseparable. "A badly dressed woman," she declares, "is often a woman with too many clothes that don't mix. The woman of taste may have fewer clothes, but she will give the impression of having an unlimited wardrobe because each addition has been planned in terms of the whole."

Etiquette is her business





Amy Vanderbilt feels that women like herself, who are under 5'5" and have the shorter waist and fuller proportions of the half size, must take special care in choosing fashions and colors. She likes skirts which are at least moderately flared and blouses or sweaters that match. She prefers unfitted cloth coats—in black velvet because “it’s always dressy”, fireman red wool “for sheer fun”, tweed because it bears up nobly under the stresses of both town and country life. Pet aversions: Bulky costume jewelry and skyscraper heels. *Photographs on these pages show highlights in a typical Vanderbilt week...* An afternoon outdoors with her youngest son; a few hours in the kitchen whipping up one of her specialties (Note: “Pot luck” in the Vanderbilt household is apt to be a real experience. The hostess loves to act as chef and is famous for her cooking); conference with William Berger at Doubleday; luncheon at the Hotel Pierre with designer Russell Wright; a session with makeup man Eddie Senz, a conference with her “Coordinator of Activities” Jules Alberti—in short, the whole round of appointments that inevitably precede each airing of her television program, “It’s Good Taste”.



RANDALL



For pattern information and detailed sketches of fashions worn by Amy Vanderbilt, turn to page 85



1232



1275

Left: 1232—The Two-In-One Plan—
a sleek, sophisticated
sheath that succumbs romantically
to the dream-princess lilt
of its overskirt. Dress of

Skinner Contata crepe of acetate
and rayon. Overskirt of
Ametex lace. Sizes 11-18, 50¢.

Above: 1275—Coat drama
enacted in the raising of its
back belt, the narrowing of its
flare. In Crompton Coronella
velveteen. Sizes 11-18, 50¢.

BGE buttons. Formite interfacing.

After Dark Glamour

Light-as-confetti fashions
that love a crowd, a party, a spotlight.

Top: 1157—Lace dress with
snug, narrow-strapped

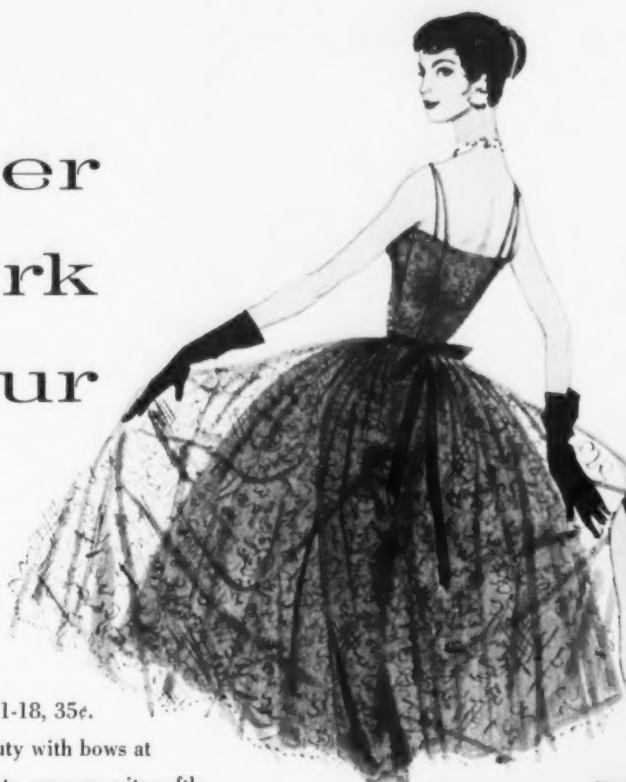
bodice and wide skirt. Sizes 11-18, 35¢.

Center: 1153—A long-stemmed beauty with bows at
the hipline to announce its softly-
pleated sweep of skirt. Sizes 11-18, 35¢.

Below: 1241—The one-piece shirt dress in its glossy
new after-five interpretation. Cummerbund included. Sizes 11-18, 35¢.

Backviews p.80, Yardages p.82.

Accessories p.84. All Simplicity Patterns are printed.



1157



1153



1241

BASSETT

After Dark Glamour



Party-mooded separates that make bewitching dinner and dancing partners.

Left to right: Plunge-neck blouse. 1171,

12-20, 35¢. Softly-pleated skirt,

Simple-To-Make. 4927, 24-32, 35¢.

Surplice blouse plus goared skirt.

1123, 11-18, 50¢.

Boat-necked blouse. 1201, 11-18, 35¢.

Skirt with pleated flounce. 1130,

23½-30, 35¢. Bkvs. p. 80.

Ydgs. p. 82. Accs. p. 84.

All Simplicity Patterns are printed.

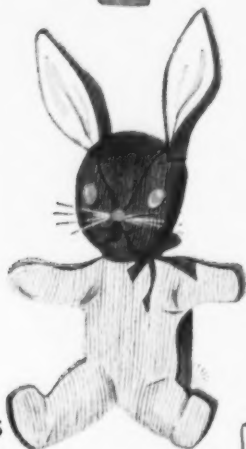
Color Photo: 1299 — For the Great Occasion —
a Great Dress with lengthened torso to
set off the baroque grandeur of its
skirt. In Forge Mills "Empress" rayon
brocade from the International Collection.
Sizes 11-18, 50¢. Pellon interfacing.



1299



4915



4915



4915



4879

4953

4957

Gifts

A reindeer-load of sparkling ideas to provide early-
in-the-season inspiration for a sewing Santa Claus.

Left: Four stuffed animals in search of someone
to cuddle them: 4915, one size, 35¢.



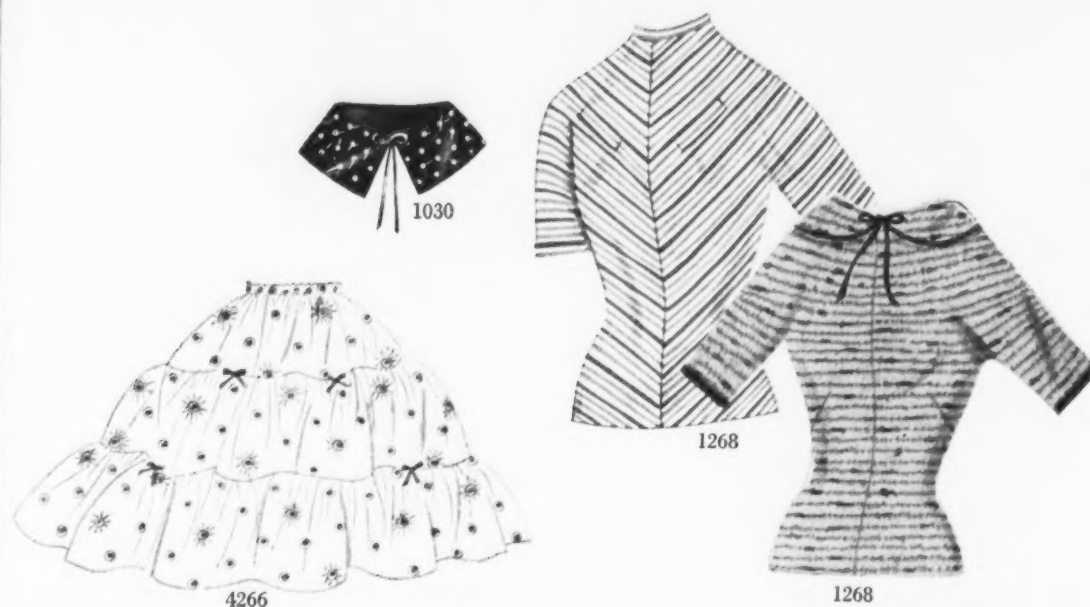
4915

SUSUKI



1336

4128



Separates

In three size ranges—three whirly skirts in Continental felt, all with transfers included: Suspender skirt. 4953, 1-6, 35¢. Circle skirt, Adaptable for Chubbies. 4879, 7-14, 35¢. Gored skirt. 4957, 24-32, 35¢. A tiered petticoat, new and *this* Christmasy in a print. 4266, 7-14, 35¢. Demure little puritan collar, giddy with sewed-on pearls. 1030, one size, 35¢. Tailored and feminine—a Simple-To-Make overblouse. 1268, 11-18, 35¢.



Table Talk

Gifted candidates for rapturous appreciation on Christmas Day:

A pair of one-yard aprons. Apron at left has two scalloped tiers and a sentimental heart-shaped pocket. Apron at right is daintily garlanded with ruffles and bows. 4938, one size, 35¢.

The note of dash that even the gravest man welcomes into his somber wardrobe—a bright vest! 4107, men's sizes 34-44, 35¢; also 4134, boys' sizes 4-12, 35¢.



Doll Clothes

Fashions to make the young mother of a Sweet Sue or Toni doll wild with joy. Left to right: A billowy evening dress and scalloped party frock (the four other parts of this wardrobe are not shown). 1336, 35¢. For 15", 18", 22", 25" Sweet Sues. A robe, skirt and blouse, nightgown, petticoat, birthday bouffant, and coat and hat. Simple-To-Make. 4128, 35¢. For 14", 16", 19", 21", 23" Tonis.

The Hostess with a Flair

1201—A smooth fitting, high necked blouse, sizes 11-18, 35¢. Combined with sleek pants and wrap-on skirt that add a flair to your entertaining. 1231, sizes 23½-30, 35¢.



1242—A new version of the ever-popular slacks idea—the one piece cover-all with high squared off neckline and smartly tapered pants. Sizes 11-18, 35¢.

Wo
un



1225 — A softly tailored blouse with front tucking, sizes 12-20, 35¢. Worn with a matching, ankle length skirt of unpressed front pleats. 1131, sizes 23½-30, 35¢.

1172 — Newest idea for the tailored girl — a casual over-shirt dressed up in elegant brocade. Sizes 12-20, 35¢. Worn (naturally) with very formal long pants. 4464, sizes 11-18, 35¢.



1224 — A trim top that can also be worn as an overblouse with slim skirts. Sizes 11-18, 35¢. Shown here with a tiered dirndl. 1130, sizes 23½-30, 35¢.



1268

1013

1277

1231

Kilts

Have Caught On



The kilt is back. A wee Scottish idea that captured the college girl's fancy last season (and still has it) returns with a fanfare of bagpipes to become the new love of high school coeds. *Color Photo:* For when the clans gather after classes — A short, flared skirt in Botany Princessa flannel. 1013, sizes 23½-30, 35¢. Blouse in Wyner Sag-No-Mor jersey. 1268, 11-18, 35¢. . . . An authentic kilt plus under pants of Botany Highlander's tartan. 1231, sizes 23½-30, 35¢. Shirt of Bates Disciplined cotton. 1277, sizes 12-20, 35¢. Pellon interfacings. *Left:* Fringed kiltie in Lebanon Sanforlan "Economy" washable flannel. 1231, 23½-30, 35¢. Matching shirt. 4854, 11-18, 35¢. *Above:* Cropped skirt in washable Crompton Cordurella. 1013, sizes 23½-30, 35¢. Blouse in Wyner Sag-No-Mor jersey. 4815, 11-18, 35¢. La Mode buttons. Bkws. p. 80. Ydgs. p. 82. Accs. p. 84 All Simplicity Patterns are printed.

Campus Classics



A school story told the way most school girls prefer it—in separate parts that are young and flexible enough to form lots of brilliant alliances.

Above: A short, tapered topper in Milliken clan plaid chinchilla, lined with Milium by Earl-Glo. 1276, sizes 12-20, 35¢.

Its companion, a narrow skirt, kick-pleated for walking ease. Of Milliken machine-washable Lorette flannel. 1230, waist sizes 24-32, 35¢.

Top, right: A yoked shirt, self-belted for trim fit. Of machine-washable Ely & Walker Gilbrae gingham. 1226, sizes 12-20, 35¢. Simple-To-Make flared skirt, accented by a pair of button-down tabs along the side seams. Of Bauling washable Marine flannel. 4850, sizes 24-38, 35¢.

Right: Not at all settled in its ways (it loves to flirt with loads of blouses and sweaters), a camisole-top jerkin. 1224, sizes 11-18, 35¢.

Partner of the day? A yoked skirt that bursts into pleats just where you want it to—from a smooth hipline. 1086, sizes 23½-30, 35¢.

Both of Indian Head cotton. Bkviews p.80, Yardages p.82, Accessories p.84.





More campus highlights with the accent on team spirit and wearability. Above: In the tradition of great classics—a two-piece long-torso dress, its overblouse fitted to the drop yoke of a pleated skirt. In machine-washable Peter Pan Glencary woven cotton plaid. 1221, sizes 11-18, 50¢. Top, right: Overblouse featuring a high turtle neck and new dropped shoulder (as the point of departure for three-quarter sleeves). Of Wyner Sag-No-Mor jersey. 1227, sizes 11-18, 35¢. Straight skirt with walking pleats side and front. In Milliken flannel. 4975, sizes 24-36, 35¢... Simple-To-Make blouse with jewel neckline in Security jersey. 1268, sizes 11-18, 35¢. Basic Simple-To-Make skirt, shaped by darts. Weil & Schoenfeld washable Kairfree flannel. 4254, sizes 24-32, 35¢. Right: A princess jumper of Avondale corduroy. Its own blouse in Avondale Mignonne chambray. Both machine-washable. 1234, 11-18, 35¢. Fashions shown have Costumakers' buttons, Pellon interfacing, and Talon Magic-Tab zippers. All Simplicity Patterns are printed.



Campus Classics



Fashions that inspire lots of note-taking in classrooms and are bound to be seen on casual campus dates.

Opposite page: 1172 — A Simple-To-Make middy, providing the smartest kind of companionship for sweaters. Of Moss-Still tweed thru Richard Chopak Associates. Sizes 12-20, 35¢. A skirt, pleated from the hipline. 1314, sizes 24-32, 35¢. Talon Magic-Tab zipper.

Left: Two silhouettes — one straight, one shaped . . . A slim skirt plus loosely-fitted jerkin with plummeting V neck. Skirt: Milliken's machine-washable Diplomat of Acrilan & rayon.

Jerkin: Fiesta felt by Western Felt Works. 1262, sizes 11-18, 35¢. . . . A full skirt of unpressed pleats in Lebanon Sanforlan Wash-a-Flan. To accentuate its spread, a snugged weskit of Western Felt. Blouse in Lebanon Sanforlan Wash-a-jersi. 1259, 11-18, 35¢. Pellon facing. Costumakers buttons.

Above: The tailored shirt with puritan airs. 1225, 12-20, 35¢.

A Simple-To-Make dirndl skirt. 4648, 23½-30, 35¢.

Both in machine-washable Bates Disciplined cotton. Bkvs. p. 80.

Ydgs. p. 82. Accs. p. 84. All Simplicity Patterns are printed.

Addressed to Teens



1247 — A slim jumper-sheath to wear over blouses and sweaters. Pattern also includes a full-skirted version and a separate skirt. Teen sizes 10-16, 35¢. Junior sizes 11-17, 35¢.



1280 — A Simple to Make, scoop-necked jumper with braid trim — beautiful over blouses and sweaters, decollete when worn alone for more dressed-up occasions. Sizes 10-16, 25¢.




1282 — Left, the beloved shirt dress, as crisp and practical as it is pretty. Pattern also includes short sleeve version. 10-16, 35¢.




1243 — Right, the new two-piece, long torso dress with puritan collar and pleated skirt. Second view features slim skirt, collarless neckline. 10-16, 35¢.


CHINITZ



4932 — Left, young, yet wonderfully strapless formal destined for holiday parties and proms. Scaled to teen sizes 10-16, 50¢.




1140 — Right, a gala date-dress, featuring the fitted long torso and the very, very full skirt of unpressed pleats. In sizes 10-16, 35¢.



1212 — A long-waisted, bouffant party dress featuring the new high boat neckline.

Sizes 10-16, 35¢.

All Simplicity Patterns are printed.



1213 — A Simple to Make basic dirndl dress that turns casual or festive depending on the fabric. 10-16, 35¢.
Bkvs. pg. 30. Ydgs. pg. 32.

White Collar Girl



1269—On a dirndl dress, this prim puritan collar in wickedly beautiful Max Mandel lace. H. Bates washable Taijan silk shantung. Bac-A-Brand self-belt. Sizes 11-18. 35c.

1237—On this two-piece long-torso dress, a collar with lace embellishments by S. Ehrman. Of M. & W. Thomas machine-washable cotton. Sizes 11-18. 50c.



1260—Set squarely on its drop-waisted sheath, a wing collar and dickey of Moygashel Sheerlin. Weil & Schoenfeld "Kairfree" washable flannel. Sizes 11-18. 50c.

123
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1238—Effective mounting for the fluid dress, a peter pan collar and cuffs in Bloch-Winitz lace. Of Forge Mills washable Malvisco matte jersey. Sizes 11-18, 35¢.



A variety of collars to spice the life of a basic dress . . . Above and below, two versions of the Big Collar: One, a spectacular double cape with applied Venise lace by Bloch-Winitz; the other, a piquant puritan, sparkling with jewelled flowers. Trimming by Dorothy Flicek Industries. Both collars: 1030, one size, 35¢. Interlon interfacing. La Mode buttons. Talon Magic-Tab zippers. Bkws. p. 80. Ydgs. p. 82. Accs. p. 84. All Simplicity Patterns are printed.





4191 — Fake Fur Topper, shown above in Orlegro, an Orlon and Dynel fur fabric. Lined in Orlon-Milium taffeta. Simple to Make, 11-18, 50¢. Dress in sheer worsted Sanforlan print "Wisp O'Wool." 1261, 11-18, 35¢. All fabrics by Hanora.

1054 — The Box Jacket, shown below knitted in our pattern style which is used to cut lining. 12-20, 35¢.

(Knitting Instruction on p. 81.) Dress of "Finesse", cotton and nylon by Belding Corticelli. 1239, sizes 12-20, 35¢.



Top Ideas

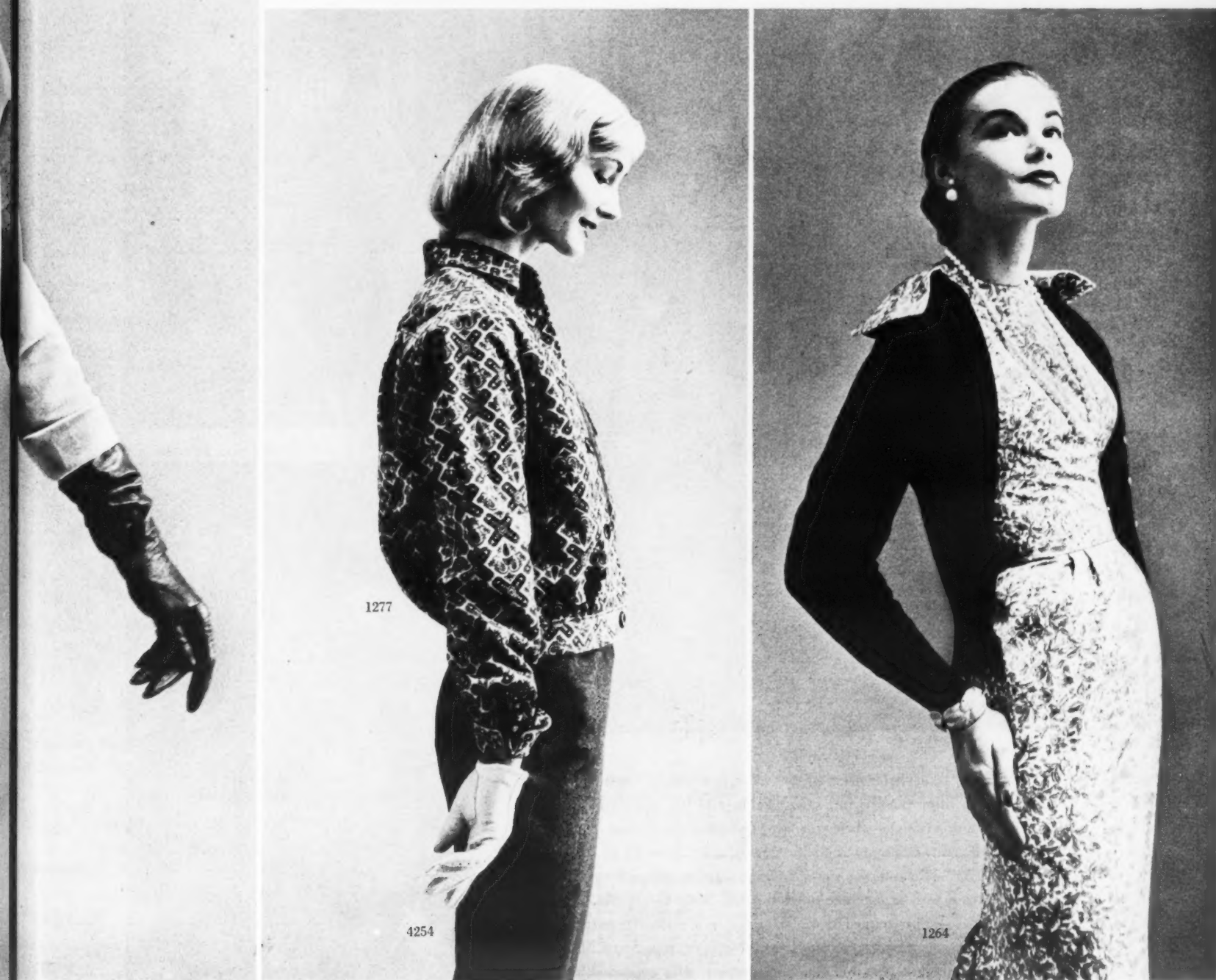
to spark your 1955 wardrobe, designed especially for the woman with a fashion flair and that indispensable talent for turning one basic outfit into several. Featured here —

1233 — The Straight velveteen Jacket, shown at left with its own slim and sleeveless chemise dress in Hanora's dramatic Tyrola stripe of Viscose. The accent — elegant gold velveteen by Vanetta. Sizes 11-18, 50¢.

1277 — The Elongated Shirt Jacket, shown below left in the season's newest fabric idea — printed corduroy — a hand washable Juilleroy print by Juilliard. Sizes 12-20, 35¢. With Simple to Make skirt 4254, sizes 24-32, 35¢.

1264 — Dress and Coordinated Cashmere, shown below right in Skinner's printed satin basic, with the detachable collar basted to a purchased black cashmere cardigan sweater by Hadley. Dress and collar — sizes 12-20, 50¢.

Backviews page 80. Yardages page 82. Accessories page 84. All Simplicity Patterns are printed.





Maternity Wardrobe



A wardrobe of four maternity fashions designed with a fresh outlook on making your waiting months fun, comfortable, and full of busy activity.

Top: 1099 — For evenings when you want to look extra special — a scooped neck top with pleats flaring over a slim, cut-out skirt. Sizes 11-18, 50¢.

Above left: 1027 — Relaxing at home — a free swinging top with neatly tabbed neckline to team with expandable tapered pants. Sizes 11-18, 35¢.

Top right: 4847 — The jumper idea interpreted in a maternity pattern which combines shirt, cut-out skirt, and a graceful over-blouse. Sizes 11-18, 50¢.

Right: 1026 — An indispensable cape collared suit with cut-out skirt. 11-18, 35¢. Bkvs. pg. 80. Ydgs. pg. 82. All Simplicity Patterns are printed.

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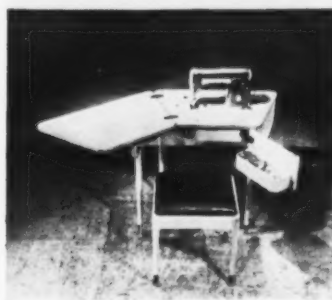
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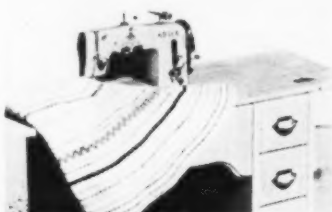
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Sewing Circle



Streamlined *Spinet* cabinet plus stool designed for a *Singer Slant Needle* by Raymond Loewy. Angled table top and positioning of machine aid visibility, minimize fatigue. Mahogany, walnut, blonde, about \$344.50.



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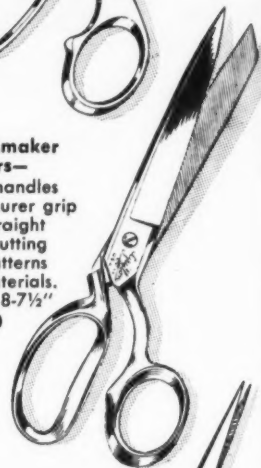
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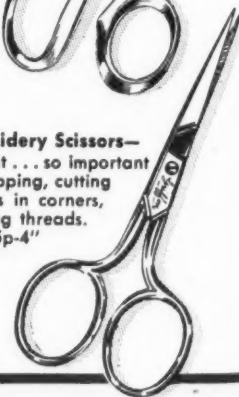
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Here is a distinguished collection of exquisite decorator fabrics. Here is a system, color coordinated by *Toni Moran*, that shows you how to make draperies at home the easy way. Or, if you prefer, *Toni Moran Studio* will make them to your measurements for less than you'd expect to pay for ready-mades. Either way you save money—and get that custom look.

4 Toni Moran DECORATOR FABRICS AT \$1 A YARD!

Silk-Nub, a sturdy, sophisticated case-ment fabric with 100% silk texture. 14 colors, \$1 per yard

Fiesta, an interesting two-toned fabric, feels and wears like costly mohair casement. 12 colors, \$1 per yard

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Faille, a soft, dignified fabric that is at home in traditional or contemporary rooms. 14 colors, \$1 per yard

WRITE TODAY FOR COMPLETE SET OF 54 SWATCHES Send 25¢ for swatches of all fabrics in all colors. *Toni Moran* also sends you complete, easy-to-understand directions for ordering both yardage and made-up draperies.

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Sewing Circle



Superbly designed for the *Necchi Mira*—this *Coronet* cabinet. Featured: the custom-look of its built-in chair, the clever engineering of drawer space. Choice of walnut or mahogany finish, \$398.95. In blonde, \$403.95.



A smart looking cabinet to blend easily with modern or traditional furniture—the *Lady Linda. Morse Automatic* is centered on the table and model features drop-leaf work area on each side. Mahogany, walnut, and blonde. \$379.50.



Pfaff No. 230 Dial-a-Stitch machine in a beautifully designed *Library Desk* cabinet with shelf for books, ample drawer space for all sewing equipment. Comes in either walnut or mahogany for about \$371.50. Oak about \$376.50.

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Knitting Instructions

(for jacket shown on page 71.) Sizes 12, 14, 16.

Lining for jacket is made with Simplicity Pattern 1054, sizes 12-20, 35¢.

Instructions are for size 12, changes for sizes 14 and 16 are in parentheses.

MATERIALS—Bear Brand Jumbolaine or Fleisher's Jumbo-Knit, 9 (9-10) 2 oz. skeins. Bucilla Plastic Needles, 1 pair Size 13.

MEASUREMENTS FOR BLOCKING—At bustline 38 (40-42) ins.

Width of sleeves at underarm 13 (13½-14) ins.

Length from lower edge to back of neck 19½ (20-20) ins.

GAUGE: 13 sts = 4 inches; 9 rows = 2 inches.

Cast on 124 (132-136) sts for entire lower edge.

PATTERN—Rows 1 and 2—* K 2, p 2; repeat from * to end.

Rows 3 and 4—* P 2, k 2; repeat from * to end. Repeat these 4 rows once more.

Next row—K 2, p 2, k 2, for left front border, p to within 6 sts of end of row (for size 14 only, dec. 2 sts evenly spaced across), work last 6 sts in pat. for right front border; 124 (130-136) sts. Continue front borders in pat. and remaining sts in stockinette st until 11 ins. from lower edge, end with p row.

Divide back and front as follows: Work 29 (31-33) sts, place on holder for right front; bind off 6 sts for underarm; k 54 (56-58) sts, place on holder for back; bind off 6 sts for underarm; finish row.

Work left front, decreasing 1 st at armhole edge every 2nd row 4 times; 25 (27-29) sts. Work even until armhole measures 6 ins., end at border edge.

Neck Shaping—Bind off 7 (8-9) sts at beg. of next row for neck. Dec. 1 st at neck edge every row 3 times. Work even until armhole measures 7½ (8-8) ins., end at armhole edge.

Shoulder—Bind off 7 (8-9) sts at beg. of next row; bind off 8 sts at beg. of next row worked from armhole edge.

Begin at underarm edge, finish right front to correspond to left, shaping at opposite sides. Take up 54 (56-58) sts of back. Beg. on wrong side, continue stockinette st, decreasing 1 st each side every 2nd row 4 times; 46 (48-50) sts. Work even until armholes are same length as on fronts.

Shoulders—Bind off 7 (8-9) sts at beg. of each of next 2 rows; 8 sts at beg. of each of next 2 rows. Bind off 16 sts for back of neck.

SLEEVES—Cast on 28 (32-32) sts. Work 8 rows of border pat. increasing 1 at each side of last row; 30 (34-34) sts. Work stockinette st, repeating incs. for size 12 every 2 ins. 6 times, (size 14, every 2½ ins. 5 times—size 16, every 2 ins. 6 times); 42 (44-46) sts. Work even until 17 ins. from lower edge. Bind off 3 sts at beg. of each of next 2 rows. Dec. 1 st each side every 2nd row 9 (10-9) times; every row 4 (4-6) times. Bind off 10 sts.

COLLAR—Cast on 56 (60-60) sts for outer edge. Work border pat. for 8 rows.

Next row—Work pat. for 6 sts, p to within 6 sts of end, work pat. on last 6 sts.

Work 5 more rows with 6 sts in border pat. on each side and remainder in stockinette st. Discontinue pat.; continue in stockinette st, binding off 8 (10-10) sts at beg. of each of next 2 rows; 6 sts at beg. of each of next 4 rows. Bind off 16 sts for back of neck.

TABS—Cast on 6 sts. Work border pat. for 6 ins. Bind off. Make 2.

FINISHING—Sew seams. Sew in sleeves, with seam at center underarm. Sew on collar with edges even with front edges. Sew ends of tabs into points; tack each tab to coat at underarm just above border. Steam.

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For all 3 parts, size 12, about \$3.50. Material for 12 parts, size 12, about \$10.00. For 12 parts, size 14, about \$12.00. For 12 parts, size 16, about \$14.00. For 12 parts, size 18, about \$16.00. For 12 parts, size 20, about \$18.00. For 12 parts, size 22, about \$20.00. For 12 parts, size 24, about \$22.00. For 12 parts, size 26, about \$24.00. For 12 parts, size 28, about \$26.00. For 12 parts, size 30, about \$28.00. For 12 parts, size 32, about \$30.00. For 12 parts, size 34, about \$32.00. For 12 parts, size 36, about \$34.00. For 12 parts, size 38, about \$36.00. For 12 parts, size 40, about \$38.00. For 12 parts, size 42, about \$40.00. For 12 parts, size 44, about \$42.00. For 12 parts, size 46, about \$44.00. For 12 parts, size 48, about \$46.00. For 12 parts, size 50, about \$48.00. For 12 parts, size 52, about \$50.00. For 12 parts, size 54, about \$52.00. For 12 parts, size 56, about \$54.00. For 12 parts, size 58, about \$56.00. For 12 parts, size 60, about \$58.00. 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For 12 parts, size 762, about \$760.00. For 12 parts, size 764, about \$762.00. For 12 parts, size 766, about \$764.00. For 12 parts, size 768, about \$766.00. For 12 parts, size 770, about \$768.00. For 12 parts, size 772, about \$770.00. For 12 parts, size 774, about \$772.00. For 12 parts, size 776, about \$774.00. For 12 parts, size 778, about \$776.00. For 12 parts, size 780, about \$778.00. For 12 parts, size 782, about \$780.00. For 12 parts, size 784, about \$782.00. For 12 parts, size 786, about \$784.00. For 12 parts, size 788, about \$786.00. For 12 parts, size 790, about \$788.00. For 12 parts, size 792, about \$790.00. For 12 parts, size 794, about \$792.00. For 12 parts, size 796, about \$794.00. For 12 parts, size 798, about \$796.00. For 12 parts, size 800, about \$798.00. For 12 parts, size 802, about \$800.00. For 12 parts, size 804, about \$802.00. For 12 parts, size 806, about \$804.00. For 12 parts, size 808, about \$806.00. For 12 parts, size 810, about \$808.00. 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For 12 parts, size 862, about \$860.00. For 12 parts, size 864, about \$862.00. For 12 parts, size 866, about \$864.00. For 12 parts, size 868, about \$866.00. For 12 parts, size 870, about \$868.00. For 12 parts, size 872, about \$870.00. For 12 parts, size 874, about \$872.00. For 12 parts, size 876, about \$874.00. For 12 parts, size 878, about \$876.00. For 12 parts, size 880, about \$878.00. For 12 parts, size 882, about \$880.00. For 12 parts, size 884, about \$882.00. For 12 parts, size 886, about \$884.00. For 12 parts, size 888, about \$886.00. For 12 parts, size 890, about \$888.00. For 12 parts, size 892, about \$890.00. For 12 parts, size 894, about \$892.00. For 12 parts, size 896, about \$894.00. For 12 parts, size 898, about \$896.00. For 12 parts, size 900, about \$898.00. For 12 parts, size 902, about \$900.00. For 12 parts, size 904, about \$902.00. For 12 parts, size 906, about \$904.00. For 12 parts, size 908, about \$906.00. For 12 parts, size 910, about \$908.00. For 1

APPROXIMATE YARDAGES

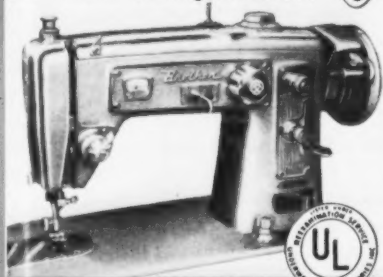
All Simplicity Patterns are Printed. Patterns are 25, 35 or 50 cents. Yardages are in one size depending on size-range, and serve only as estimates. Check yardages for your size on back of pattern envelope before buying fabric.

No.	Pages	Size	Yards	Width
1007	54	16½	3	54"
1013	64	26	1¼	54"
1013	65	26	2	36"
1026	76	14	3¼	54"
1027	76	14	4¼	44"
1030	61	one size	¾	36"
1030	73	one size	¾	36"
		double collar	1¾	36"
1086	66	26	3¾	36"
1097	55	16½	3¼	45"
1099	76	14	3	54"
1102	53	16	4¾	36"
1123	58	14	1¼	39"
		blouse	1¼	39"
		skirt	3¾	39"
1130	58, 63	26	4¾	39"
1131	63	26	5	44"
1140	71	12	4¼	45"
1153	57	14	4½	44"
1157	57	14	4¾	44"
1171	58	16	1¾	39"
1172	63	16	2¾	39"
1172	68	16	1½	54"
1201	58	14	1¼	39"
1201	62	14	1¾	39"
1212	71	12	5¾	36"
1213	71	12	4½	39"
1221	43	14	2¾	45"
1221	67	14	5¼	39"
1222	44	14	4¼	36"
		velveteen	4¼	36"
		plaid	2¾	54"
1224	63	14	1	36"
1224	66	14	1½	36"
1225	63	16	2½	39"
1225	69	16	2½	36"
1226	66	16	1¾	39"
1227	67	14	1¾	54"
1229	50	26	1¾	45"
1230	66	28	1¾	54"
1231	62	26	2	36"
		pants	2	36"
		skirt	3	36"
1231	64, 65	26	¾	54"
1232	46	14	4	45"
1232	56	14	2¾	45"
		crepe dress	2¾	45"
		lace overskirt	4½	36"
1233	45, 74	14	1¾	54"
		dress	1¾	54"
		jacket	2	54"
1234	67	14	2¾	36"
		blouse	2¾	36"
		dress	4½	35"
1236	47	14	5¾	35"
		blouse and skirt	5¾	35"
		jumper	5¼	36"
1237	72	14	4¾	44"
1238	73	14	2¾	54"
1239	74	16	3	45"
1241	57	14	2	39"
		bodice	2	39"
		skirt	3¾	39"
1242	62	14	1¾	54"
1247	70	12	1¾	54"
1248	70	12	3¾	54"
1248	70	12	3¾	54"
1257	40	14	4¾	45"

No.	Pages	Size	Yards	Width
1258	48	14	4	54"
1259	69	14	blouse 1¾	54"
			skirt 2	54"
			weskit ¾	72"
1260	72	14	2	54"
1261	74	14	2¾	54"
1262	69	14	1¾	72"
		jerkin	1¾	72"
		skirt	2	45"
1264	75	16	2¾	45"
1266	50	14	3¾	45"
1267	51	14	2¾	54"
1268	46, 61, 67	14	2	36"
		striped fabric	2	36"
1268	61	14	1¾	36"
1268	64	14	1¼	54"
1269	72	14	4¾	39"
1270	46, 47	14	3¼	54"
		jumper with pockets	3¼	54"
		jumper without pockets	4¼	36"
1271	35	14	2¼	54"
		dress	2¼	54"
		jacket	2¼	54"
1272	49	14	jacket and skirt 4	45"
		weskit	¾	45"
1273	41	14	1¼	54"
1275	51	14	3¾	54"
1275	56	14	5¾	36"
1276	49, 66	16	2¾	54"
1277	50	16	2¾	45"
1277	64	16	3	36"
1277	75	16	3	36"
1278	51	16	3¼	54"
1280	70	12	2¾	54"
1282	70	12	4	54"
1299	59	14	7	36"
1304	42	14	3¼	54"
1309	38	16	4¾	36"
1310	49	14	jacket and skirt 3¾	45"
		blouse	2	35"
1314	68		see pattern envelope for yardages	
1320	55	16½	3	45"
1321	55	16½	skirt and jacket 3¾	45"
		blouse and lining	2¾	45"
1325	53		see pattern envelope for yardages	
1336	60		see pattern envelope for yardages	
4107	61	38	¾	54"
4128	60, 61		see pattern envelope for yardages	
4191	74	14	2½	39"
4254	67	28	1¾	39"
4254	75	28	1	54"
4266	61	10	2¼	35"
4281	55	16½	3¾	35"
4374	54	30	1¾	54"
4464	63	14	1½	54"
4471	52	16	5	35"
4471	52	16	6¾	39"
4648	69	26	2¾	36"
4813	47	16	2¼	36"
4815	45, 65	14	1¾	54"
4840	54	16½	3¾	54"
4847	76	14	skirt and top 2½	54"
		shirt	2¼	36"
4850	66	28	2	54"
4854	65	14	1¾	52"
4879	60	10	1¾	72"
4907	52	16	4½	35"
4915	60		see pattern envelope for yardages	
4927	58	28	3¾	45"
4935	53	16	2	36"
4938	61	one size	1	35"
4953	60	4	¾	72"
4957	60	28	1¾	72"
4960	55	16½	3¾	39"
4971	52	14	4	36"
4975	67	28	1½	54"
4982	71	12	6¾	36"

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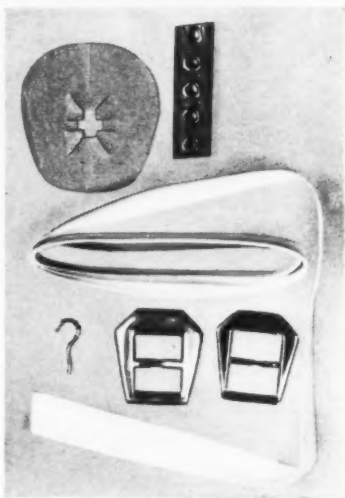
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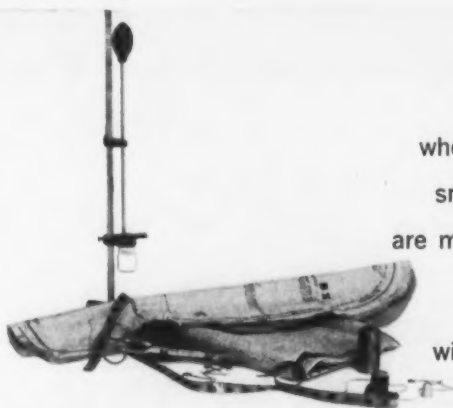
For informal entertaining—crocheted place mats to add warmth and charm to a table. Made with Coats & Clark's O.N.T. "Speed-Cro-Shen" mercerized cotton. For free instructions, send self-addressed stamped envelope to: Crochet, Simplicity Pattern Book, 200 Madison Ave., N. Y. C., N. Y.



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with eyelets. Bac-A-Brand, 25c.

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Don't cut a thing until you've seen ROSEWOOD's Fall collection at your favorite fabric counter!

ROSEWOOD FABRICS, INC., 1410 Broadway, New York 18, N. Y.

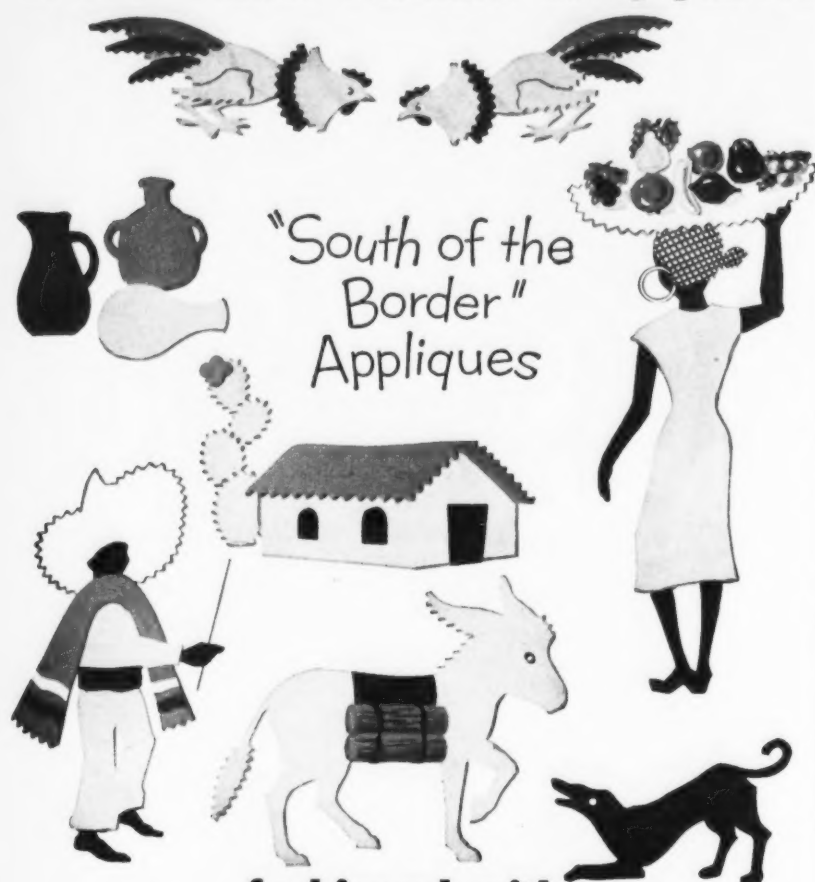


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Simplicity Pattern Nos.
1277 (jacket)
1229 (skirt)

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Conversation-making appliques to perk up your party skirt or tote bag—add a gay note to playroom, den or children's bedroom. Simple to make with the help of Wiss Pinking Shears and some brightly colored felt. Wiss are the *quality* shears so easy and effortless to use on countless fabrics, even in multiple thicknesses. They give a crisp, clean finish that's both ravel-resistant and decorative. Choose the Wiss pinkers most suitable to your needs. In 3 sizes: 5½" to 9". \$4.25 to \$8.95. For pattern No. 130 of all the above appliques send 25¢ to Dept. P80, J. Wiss & Sons Co.

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Choose the Wiss Pinking Shears best for your needs!

New Model CB 5—5½"—\$4.25. Feather-light efficient. So designed that they may be used equally well by right-handed or left-handed people. Specially handy for appliques and intricate pinking. Chrome plated, \$4.75.

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Accessories

For
Fall & Winter
1955

Here is a listing of accessories used in this issue. For your convenience we mention the pages on which they appear and the manufacturer's address. If you would like information regarding the store in your vicinity which carries these accessories, write directly to the listed manufacturers in New York City.

Bags

Pages: Cover, 51, 56
Marietta Larsen, 358 Fifth Ave.

Page: 40, 49
Ingber, 347 Fifth Ave.

Page: 42
Winter Furs, 224 West 30th St.

Page: 38
Barra, 519 Madison Ave.

Page: 41
Ronay, 1 East 33rd St.

Belts

Pages: 64, 65
Alexis J, 6 West 37th St.

Page: 69
Calderon, 389 Fifth Ave.

Furs

Pages: 56, 59
Winter Furs, 224 West 30th St.

Gloves

Pages: Cover, 38, 40, 74
Superb, 240 Madison Ave.

Pages: 48, 50, 66
Wear-Right, 244 Madison Ave.

Hats

Page: 51
Madcaps, 28 West 39th St.

Pages: 40, 41, 42, 74
John Frederic, 711 Fifth Ave.

Jewelry

(Gold)
Pages: 41, 42, 48, 51
Monet, 6 West 32nd St.

Page: 44
Coro, 47 West 34th St.

Pages: Cover, 38, 43
Castlecliff, 366 Fifth Ave.

Jewelry

(Pearl & Rhinestone)
Pages: 59, 72, 73
La Tausca, 411 Fifth Ave.

Pages: 40, 56
Kramer, 393 Fifth Ave.

Scarves & Stoles

Pages: 49, 64, 65
Brooke Cadwallader, 120 East 55th St.

Page: 43
Glentex, 417 Fifth Ave.

Shoes

Page: 56
Jerro, 40 West 27th St.

Pages: 38, 50, 51, 64, 65, 66, 67
Pappagallo, 111 Bleecker St.

Sweaters

Pages: 44, 49, 75
Hadley, 580 Fifth Ave.

Pages: 66, 68, 69
Bernhard Altmann, 1451 Broadway

Stockings

Pages: 64, 65
Larkwood Hosiery Mills, 350 Fifth Ave.

Etiquette is her Business



These fashions, worn by Amy Vanderbilt (pages 54, 55), are all in half sizes 12½-24½.

Above, reading clockwise:

1007—Belted two-piece dress of Lebanon tweed jersey. 50¢.

1321—Suit of Treasury checks by Folker Fabrics thru H. Bates Co. 50¢.

1320—Long-torso dress in Botany Duchessa broadcloth. 50¢.

1097—Dress in Baraness of Worstrella by Schwarzenbach Huber. 35¢.



1097



4840

4374

4960

Left: 4284—Tailored dress in Springknight Sanforized broadcloth. 12½-24½, 35¢.

Above, left: Raglan-sleeved coat to top all. 4840, 12½-24½, 50¢. Simple-To-Make gored skirt. 4374, 24-38, 35¢.

Both Schlang tweed. Skinner Sunbak satin lining.

Above, right: 4960—Shirtwaist dress with shaped-for-action sleeves, BGE buttons, a self-belt by E-Z Buckle, Inc. In Mallinson Ribtour of acetate and nylon. Sizes 12½-24½, 35¢. Backviews p.80. Yardages p.82.

All Simplicity Patterns are printed.



4284

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48 rainbow-challenging, washable, solid colors... guaranteed not to fade — or Peter Pan will replace the garment you made. Fine, combed yarn, Zephyr-Gingham...

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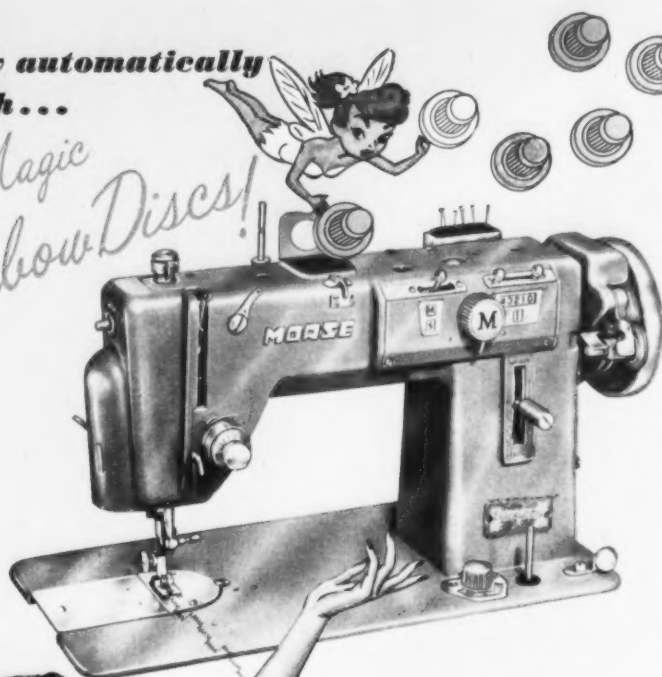
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Fur Touches

A luxurious arc of mink to frame
the neckline of this out-swept gown.
\$10 a yd. 1299, 11-18, 50¢. All Simplicity

Patterns are printed.



For elegance — persian lamb to
collar the jacket of a sheath dress. \$10 a yard.
1233, 11-18, 50¢. Fur touches from Winter Furs,
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with
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carefully compiled valuable
booklet with sewing hints
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Fur Touches

The pampering that leads to a prettier look: A collar of sheared rabbit to encircle the neck of this tunic dress. \$3 a yd. 1304, 11-18, 50¢. All Simplicity Patterns are printed.

The feline touch — wild mink to accent the pussycat bow of a tailored dress. \$10 a yard. 1239, 12-20, 35¢.

Fur-by-the-yard from Winter Furs, 224 W. 30th Street, New York, N.Y.



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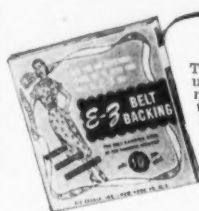
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The backing most used by garment manufacturers! Attractive dispenser box feeds backing as needed. Washable... dry cleanable... retains lustre and always looks new... colors to harmonize with any fabric... Sizes: ½", ¾", 1", 1½", 2", 2½", 3", 3½", 4", 5", 6", 7", 8", 9", 10", 11", 12", 13", 14", 15", 16", 17", 18", 19", 20", 21", 22", 23", 24", 25", 26", 27", 28", 29", 30", 31", 32", 33", 34", 35", 36", 37", 38", 39", 40", 41", 42", 43", 44", 45", 46", 47", 48", 49", 50", 51", 52", 53", 54", 55", 56", 57", 58", 59", 60", 61", 62", 63", 64", 65", 66", 67", 68", 69", 70", 71", 72", 73", 74", 75", 76", 77", 78", 79", 80", 81", 82", 83", 84", 85", 86", 87", 88", 89", 90", 91", 92", 93", 94", 95", 96", 97", 98", 99", 100".

10 to 25c per yard (according to width). Available At Your Favorite Notion Counter



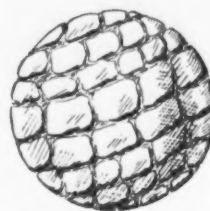
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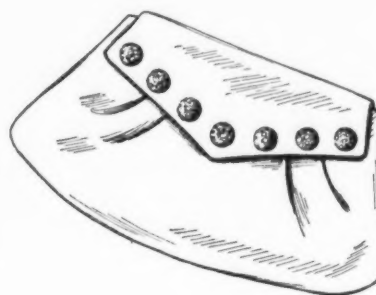
Button Boutique



Imaginative homesewers are discovering the rich potential of buttons for decorative details. Take advantage of their wonderful variety of shapes and textures to give your accessories a boutique look at budget price. Button from La Mode.



A handsome tailored button in leather knot gives the extra dash to this flattering little off-the-face hat and clutch bag. 4195, one size, 35¢. For a real costume effect, buy smaller editions of the same button and sew them on shortie gloves. All Simplicity Patterns are printed.



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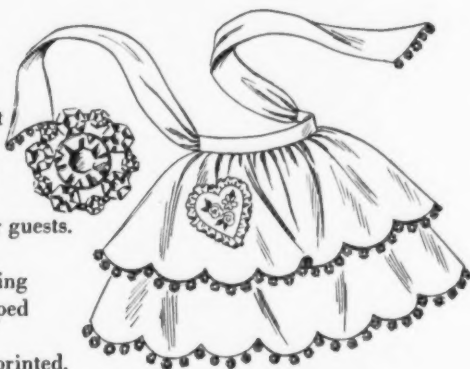
F-55

Button Boutique



The "button, button" idea has caught on, and here are two pretty fashions that *have* the button: A shirt with three-quarter sleeves cut all-in-one and a parade of smart metal buttons to define the curve of its yoke. Make an even stronger point by repeating them at the cuffs. 1226, sizes 12-20, 35¢. The buttons featured here are all from La Mode.

For the sparkling holiday hostess — an apron to reflect her festive mood. Make this enchanting one-yard beauty twinkle like the Milky Way when you move among your guests. Merely attach tiny jet and rhinestone buttons on dangling threads along the two scalloped tiers. 4938, one size, 35¢. All Simplicity Patterns are printed.



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4810—Likely object of a schoolgirl crush—this Simple-To-Make princess jumper. Carried out in felt, it requires neither hem nor interfacing. Sizes 10-16, 35¢. Fabrics from The Felt Association. Rick rack by Trimtex. All Simplicity patterns are printed.

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Felt Fashions

Felt makes its debut in unexpected treatments — all screen-printed with abstract designs. . . . Perfect foil for dappled felt is this brand new version of the weskit featuring a square neck cut high and wide. Costumakers buttons. 1224, sizes 11-18, 35¢.



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Felt in a bold, swirling paisley dramatizes the collarless purity of this costume coat, its straight and narrow fall eased by deep mandarin slits at the side seams. Simple-To-Make. 1312, sizes 11-18, 50¢. Fabrics from The Felt Association. All Simplicity Patterns are printed.

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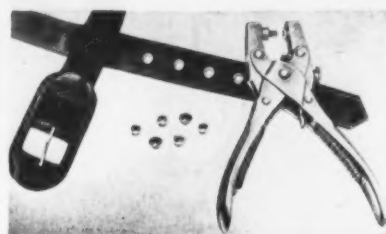
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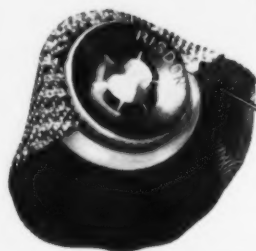
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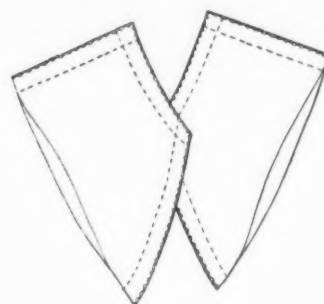
Makers of Risdon Self Cover Buckles, Self Cover Cuff Links, Snap Fixers, Button Pins,
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RI-61

The Shape of Fashion



Shoulder line styles in fashion today are becoming more and more important with the emphasis placed on the natural look. The feminine shoulder is not to be denied, but the delicate balance between head, shoulders and hips should always be maintained. For this suit with set-in sleeve, a tailored pad, marked Style T, insures smooth lines and correct "hang of the bodice". 1278, sizes 12-42, 50¢. Seely Shoulder Pads.



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The inexpensive sewing machine featuring
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 - reverse stitch
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MACHINE WEIGHS ONLY 10½ LBS.
7½" extension plate gives you more working surface.



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Table model available in beautiful consoles.

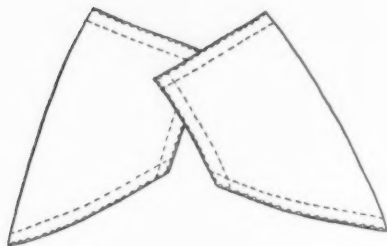
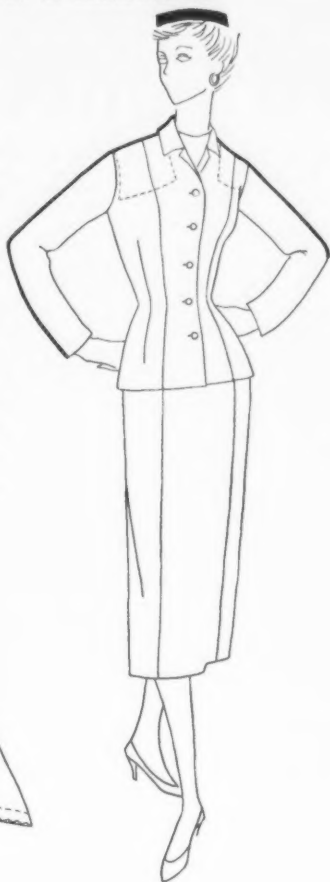


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DALLAS: 2612 Main Street
LOS ANGELES: 925 South Grand Avenue
CHICAGO: 560 West Harrison Street

The Shape of Fashion

The Seely Shoulder Pad Corporation offers a variety of new washable nylon pads designed for the tailored set-in sleeve (marked T) or the soft, rounded raglan sleeve (marked R). There are styles for suits and coats, dresses and blouses. This sheath dress with natural shoulder line takes an R pad, full in front to fill in hollow and tapered in the back. 1261, sizes 11-18, 35¢. All Simplicity Patterns are printed.



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Save dollars and hours! Alter, remodel, make beautiful clothes easily—right on this amazing new form!

Now save the costly charges you pay every time you have clothes altered! Have smart, new, custom-fitted fashions at a fraction of usual cost! Transform last year's clothes into the latest style for the cost of thread alone! It's easy—with the miraculous new Acme! Your clothes look lovelier, fit better—yet you make them in half the time! In seconds, Acme's unique Slide-And-Hold action adjusts the form to duplicate your exact figure! Then fit, pin, baste, even sew dress while on the dummy! No more bending and twisting to get seams, waist, hem right! No more hours of fitting! It's done in minutes! Best of all, before you take one stitch, you see how your dress will look on you! Your Acme virtually guarantees no mistakes, cuts out all guesswork, makes dressmaking easy!

ACME BRINGS YOU THE SECRET OF TOP NEW YORK AND PARIS STYLISTS

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Form Flattering Fit highlights your every good point, hides any imperfection!

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Yes, this is the magic your Acme dress form shows you how to put into every lovely garment you make for your life-time! Even if a new foundation garment or bra changes your figure lines, your Acme form changes right with you. You don't have to be a perfect size to get a perfect fit. If your size is "in between"—if your hips are a size larger than your bust, or vice versa, Acme adjusts to follow your form exactly! No matter how much you gain or lose, YOU CAN'T OUT-GROW OR OUT-SLIM YOUR ACME!

Get Your Acme Form Now! USE 10 DAYS WITH NO OBLIGATION

Make a new dress, suit or your whole season's wardrobe! Then if you don't agree it's as good as we say it is—send it back! We'll immediately return the deposit of \$3.00 that brings the form to you. However, we think you'll be as delighted with your Acme as 1,000,000 others have been with theirs. Then, and only then, when you're convinced of its value, send only \$2 a month until the low balance of only \$12 is paid. Remember, your Acme comes to you now, for just \$3.00.

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Designed on the same basic principles nature uses, your dress form has a strong base and backbone of iron and a frame made of light, sturdy Duratex, a special laminated composition as tough as leather! Smooth easy-to-pin Superweave Jersey-cloth goes over this! The result is a dress form that's virtually indestructible!



All 3 made their dresses on 1 Acme form!

The sisters above and their mother, set the styles for their friends! See how beautifully their smart new dresses fit—and they all used the same wonderful adjustable Acme! Your Acme will adjust to your figure, and be your own personal 3-D mirror, even if you gain or lose pounds.

In 50 Years We've Sold 1,000,000 Acme Forms To Satisfied Customers

HERE'S WHAT THEY SAY:

FROM MRS. E.M.W., CLEBURNE, TEXAS—"...the most useful time saver for sewing I've ever experienced! The Dress Form is a wonder. I wonder how and why I did without it so long."

FROM MRS. A.W., BROOKLYN, N. Y. —"I made my own wedding gown on my Acme form 25 years ago, and still use it for all my clothes. Now I'm making a bridal dress for my daughter on the very same form! I'd like my girl to have her own now, so..."

FROM MRS. H.S., NEW HAVEN, CONN.—"Right after my new Acme arrived, my doctor put me on a diet. I was afraid I wouldn't be able to use the form after I got slimmer. Now I'm 13 pounds lighter, smaller all over—and so is my Acme! It was easy to remodel my dresses, skirts and even a coat!"

UNIQUE! Easy Slide-and-Hold Action Adjusts Acme at 6 Points

1. Neck becomes slimmer or larger in an instant!
2. Shoulders glide out wider, slide in narrower. Each may be raised independently of the other.
3. Bust expands or contracts, raises or lowers to conform with your figure and the latest styles.
4. Waist becomes narrow or wider, lengthened or shortened in one fast motion!
5. Hips may be made larger or smaller in seconds! One hip may be raised higher than the other.
6. Height adjusts taller or shorter with a turn of the finger. No matter what length fashion decrees, your hemlines are always right with an Acme!

Every part adjusts quickly, easily, separately—at finger touch—then holds position rigidly until you change it. Don't be fooled! No other dress form has these thrilling new features.



COMPACT
Swivels down to half size, packs away for easy storage.

CROMPTON

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SUPERIOR PERFORMANCE



Here's a corduroy that's worth all the efforts of your home sewing. It looks rich and wonderful and requires a minimum of care. It shakes off wrinkles, lasts longer, has soil, spot and stain resistance, better color retention, durable water repellency, reduced shrinkage, machine washable. Available in a wide range of colors. Featured here, the long torso dress with jacket, from Simplicity Pattern #1271.

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INDIAN HEAD[®] all-purpose cotton

Exclusive

back-to-school "quick-make"!

Snap-together* Jiffy Jumper

with two changeabout fronts!

Only because of Indian Head's famous "balanced weave" . . . you can make it, wash it and iron it in a jiffy!

Smartest back-to-school sewing stunt ever! Indian Head's free instruction booklet shows how to do it! 3 parts make two complete outfits. Make one back, and two fronts (or more!); they snap all the way down on both sides. When Sis spills her milk, just snap in a fresh front!

You can make a Jiffy Jumper *fast*, thanks to Indian Head's firm "balanced weave." Make one part plain, two print, or vice versa; there are dozens of color-related prints and plains to choose from!

Fabric for all 3 parts (size 8), about \$3.50

36-inch in 39 colors, 89¢ yd.; prints, 98¢ yd. 54-inch Indian Head, in 15 colors, \$1.49 yd. Ask for your booklet at Piece Goods Depts., or write Dept. 82, Indian Head Mills, Inc., 1407 Broadway, N. Y. 18, N. Y. It shows how to make a Jiffy Jumper from Simplicity Pattern #4774 (child); #4766 (teen).

3 parts equal 2 whole jumpers!



*Gripper Snap Fasteners at notions counters everywhere



Each piece irons flat!



GUARANTEE: "If any article made principally of Indian Head brand All-Purpose cotton fails to give proper service because of the fading or running of Indian Head colors, or if the fabric shrinks more than 1%, we will make good the total cost of the article." Make sure the name Indian Head is on the selvage or hang-tag.

Snap in a fresh front in a jiffy!



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Blouses are made of "Zephyr-Set" . . . new crease-resistant cotton by Indian Head Mills.



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It's easy living in Lorette. You can wash it by hand or machine . . . it won't shrink or fade one bit. You rarely need to press it because wrinkles shake out, and pleats stay in. And you *really* get your money's worth, because Lorette stays beautiful and new through constant wearing . . . and washing. All this, and you pay a moderate price too.

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washable

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55% ORLON*—45% WOOL

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